

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

74th YEAR

MAY 1951

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NEW ORLEANS  
427 Gravier St.



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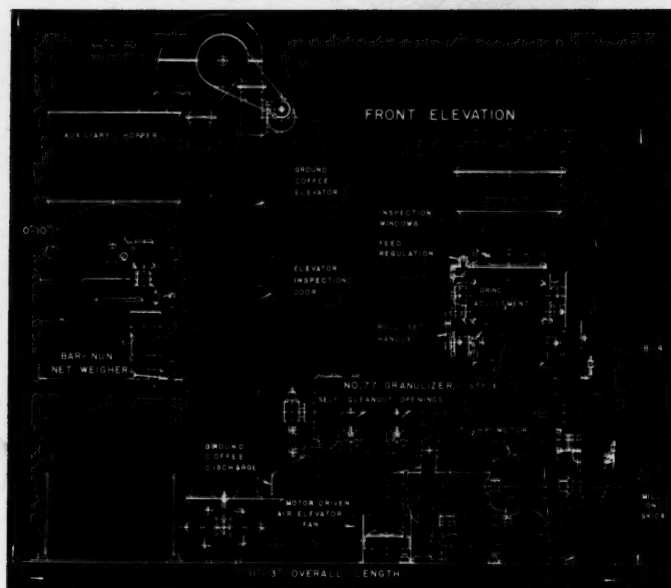
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Coffee  
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*For Perfection in  
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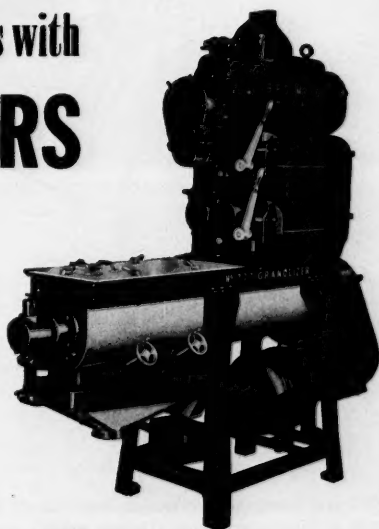
"We are more than pleased with our new Gump Granulizer. In every grind it turns out the most perfect work we have ever seen. A number of tests have proven that the cup quality of the coffee is actually improved, against the same coffee ground on an old-fashioned mill.

The quality of work turned out by the machine is very gratifying, and we do not hesitate to recommend a Gump Granulizer to anyone needing a mill of this capacity."

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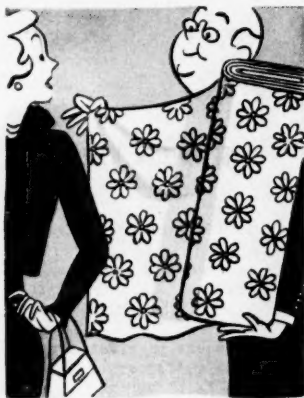
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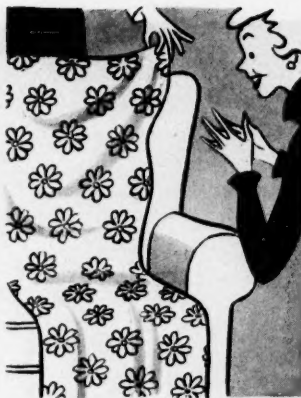
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MAY, 1951



1. It's not enough just to show a woman some new material . . .



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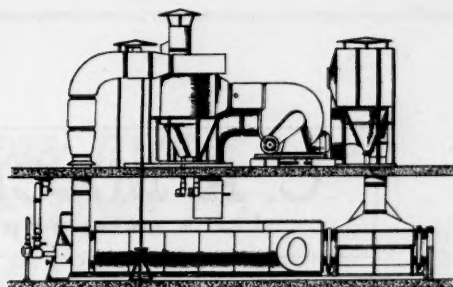
Use it as a big plus in your advertising—tell your customers the whole story behind the words "vacuum packed in cans"!

*Keep your flavor! Keep your customers!*



# BURNS

## continuous COFFEE ROASTERS



Left side elevation of No. 21 Continuous Roaster, showing relationship of recirculating and cooler fans and the respective collectors on the roof.



AND POINTS BETWEEN

### "Is the **CONTINUOUS** meant for me?"

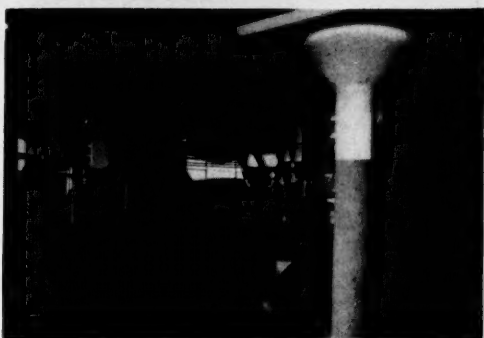
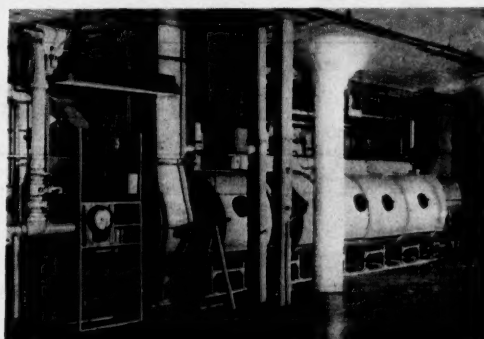
This question keeps popping up. Our representatives constantly report that packers say they've heard so much about the economy, high production rate and "full-automatic" operation of the **CONTINUOUS** that they wonder if they're not missing a bet.

Well, every **CONTINUOUS** user will tell you that this combined roaster-cooler more than lives up to its claims. (A number of packers already have added more units to their original **CONTINUOUS** installations.)

You can be sure the **CONTINUOUS** is an excellent buy—if it fits into your type of roasting operations.

Remember, the Burns **CONTINUOUS** Roaster is designed primarily for quantity production, and especially for use in plants where a single grade or blend may be processed for a reasonable length of time. (Where frequent changes of grade or blend are to be made, the "Thermal" Batch Roaster is usually recommended.)

Our Bulletin 21R1 answers your question in greater detail. Write for an informative copy.



No. 11 — Adapted to serve 60-a-minute packing line



No. 21 — Adapted to serve 120-a-minute packing line

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**NCA**

**JABEZ BURNS & SONS, Inc.**  
SINCE 1894 *Engineers* 1904  
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NEW YORK 18, N. Y.

MAY, 1951

3

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**COFFEES OF HIGH QUALITY**

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AFRICANS**  
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— ANGOLA —**

**THEY ARE SWEET AND THEY WILL  
BRING DOWN THE COST OF YOUR BLENDS**

**JUNTA DE EXPORTAÇÃO  
DO CAFÉ**



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**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

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**BRAZIL AND COLOMBIA**

By the

**AMERICAN COFFEE CORPORATION**

A decorative border of coffee beans surrounds the central text area. The beans are dark and have a glossy, textured appearance.

**HAITI**   
**COFFEE**

***is preferred--because of its***

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

***Plus: Expert Care in Final Removal of Defects***

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

# It's ICED COFFEE time

-and here's help to **BOOST** your sales!

THIS SUMMER the Pan-American Coffee Bureau is staging an ICED COFFEE promotion to top them all! TO HELP YOU increase sales of your

brand during the summer months—we have prepared full-color, appetite-stirring Point-of-Sale Helps for distribution to your retail outlets.



RELATED-ITEM POSTER (12" x 18") in full color: For use in dairy, bakery or vegetable departments, to tie in ICED COFFEE with cheese products, baked goods, salads and other summer foods.



TALKING PRICE-STRIP AND TUCK-IN CARD: (11" x 4 1/2") Designed for use on coffee shelves and related-item displays.



COLORFUL STREAMERS (14" x 5") . . . featuring ICED COFFEE: For use on back bars and windows of restaurants, coffee shops and fountains.

THE ABOVE MATERIAL  
is available to you at half cost!  
Write Pan-American Coffee  
Bureau for full details.

USE THESE DISPLAYS to take advantage of the Pan-American Coffee Bureau's summer advertising campaign. During June, July and August, full-color ads in Life and The Saturday Evening Post will sell millions of readers on ICED COFFEE.

Ask your local National Biscuit Representative about the life-size floor display featuring RITZ CRACKERS with ICED COFFEE—and arrange for tie-in promotion.

P.S.

**PAN-AMERICAN COFFEE BUREAU**  
120 Wall Street, New York 5, N. Y.

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • El Salvador • Guatemala • Honduras • Mexico • Venezuela  
MAY, 1951



## IT'S AN OPEN AND SHUT CASE

— *Nothing protects coffee like a can!*



Cans guard coffee flavor—right up until the last cup.

Designed by packaging experts, Continental cans

open easily, yet re-close tightly. They stand up to the rough handling of shipping and storing. They protect your sales, too. Your label can be lithographed on

the can by master craftsmen in bright, true colors that stand out on the dealer's shelf. In the pantry they permanently remind users to buy your brand again.

Our research staff is constantly seeking to improve on present packages and develop new packages for the coffee field. Check with Continental about *your* problems.

# CONTINENTAL © CAN COMPANY

CONTINENTAL CAN BUILDING  
100 East 42nd Street, New York 17, N. Y.

Eastern Division: 122 E. 42nd St., New York 17 Central Division: 135 So. La Salle St., Chicago 3 Pacific Division: Russ Building, San Francisco 4

COFFEE AND TEA INDUSTRIES

## YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 1—COFFEE MAKERS

Complete information on the restaurant, and fountain line of Vaculator coffee makers is covered in this eight-page illustrated booklet. Details are given on automatic gas fountains, heavy duty electric ranges, with snap-in elements, an "economy" electric line and a high speed gas line. Ranges are in sizes from two to six burners. Hill-Shaw Co., 311 N. Desplaines St., Chicago 6.

### 2—BAG CLOSERS

Just issued is a new brochure which gives complete information about Union Special equipment for filling closed bags. Data is included on sewing heads, columns, tables, conveyors and accessories. A packer, knowing his daily capacity, bag sizes, weights and type of closure required can quickly locate in handy charts the exact equipment to fit his particular needs. Union Special Machine Co., 490 North Franklin Street, Chicago 10, Ill.

### 3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

### 4—COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermalo" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 18, N. Y.

### 5—SHIPPING CASE HANDBOOK

Every user of corrugated or solid fibre-board boxes will want this handbook, prepared by the Fibre Box Association. Included are specifications, carrier rules—railroad, railway express, motor carrier, air cargo, parcel post—and other data. Copies are being made available without charge by the Robert Gair Company, Inc., 155 East 44th Street, New York 17, N. Y.

### 6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

**SPICE MILL PUBLISHING CO.**  
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

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Street Address \_\_\_\_\_

City and State \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

MAY, 1951

Formerly **THE SPICE MILL**

# COFFEE & TEA INDUSTRIES and The Flavor Field

74th Year

MAY 1951

Vol. 74, No. 5

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74th Year

T. M. Reg.

**Pioneer Publication in Coffee, Tea, Spice, Flavor**



The Lone Cypress at Midway Point, near PCCA's Del Monte convention site.

First big coffee gathering  
since controls will be forum  
for opinions, experiences.  
Sports, social events scheduled  
—including Calcutta Pool

## PCCA convention to map Coast policies for new coffee situation

Policies to follow in today's coffee situation, dominated by the nation's defense program and government controls, will be weighed at the 20th annual convention of the Pacific Coast Coffee Association, to be held May 21st-23rd.

Once again, the gathering will take place at Del Monte Lodge, Pebble Beach, California, the strikingly beautiful resort facing Carmel Bay.

The first large coffee gathering since price controls returned to this country, the PCCA convention will provide a forum for exchange of experiences and opinions on the way the regulations have worked out in actual operations.

The convention will probably also highlight the need for a stepped-up program of industry-wide coffee promotion, aimed at the consumer and with a special program for the restaurant market, some regional coffee spokesmen indicated.

United States coffee leaders and representatives of producing countries will address the business session of the convention, in addition to West Coast coffee spokesmen.

As usual at the conventions, the talent for entertainment among West Coast coffee men will get full play, with results that should be memorable.

The festivities will, however, be inescapably shadowed by the absence of the traditional pilot of entertainment at PCCA conventions, John J. Roddy.

Monday, May 21st, will be the day for conventioners to gather, register, renew old acquaintances and get squared away for the business session and the recreation events on the following days. Dinner the first evening will be preceded by an informal get-together in the cocktail lounge of the Lodge.

The morning of Tuesday, May 22nd, is set aside for the annual meeting of the association. PCCA President John J. Beardsley will make his annual report, and will then introduce speakers and distinguished guests.

In the afternoon, the roast and green divisions will grapple on the softball field, to settle for at least one more year the

question of who plays a better ball game.

That night, the by-now traditional Calcutta Pool, which usually turns out to be one of the more hilarious convention events, will take place, with some of the association's own talent carrying the ball.

Golfers will tee off in the annual tournament on Wednesday, May 23rd. The climax of the convention's social activities will be the wind-up banquet that evening.

Committees have been hard at work preparing for the convention, which rounds out two decades of such events for PCCA.

Heading up the entertainment committee is J. C. Levy, assisted by E. A. Johnson, Jr., John L. Castleman and J. H. Hornung. Arrangements for the golf tournament are being handled by E. L. Shaw, as committee chairman. Working with him are T. F. Barrett, C. F. Corey and D. T. Chapman.

### Calcutta Pool, of course

This year's chairman of the committee in charge of the Calcutta Pool is R. C. Powell. In his group are C. Sheerer, M. Buckingham, E. B. Reagan, Jr., Tom Williams and Leon Cavasso, Jr.

The softball match is being set up by N. Johnson, assisted by J. Schimelpfenig, R. E. Farmer, Jr., E. Kahl and William Seely.

Resolutions will be presented to the business session of the convention by George Bardet, as chairman of a committee which includes A. C. Glover, E. E. Hood, James A. DeArmond, C. A. Nonemacher and Royal A. Frew.

J. A. Folger heads up the nominations committee, which will suggest to the convention a slate of officers and directors for the coming year. Sitting on this committee with Mr. Folger are Edward J. Bransten, Jr., W. O. Granicher, Harry D. Maxwell, William V. Lynch and Weldon H. Emigh.

On the necrology committee are J. E. Duff, as chairman, and Leo Baruh, L. L. Raymer and G. W. Riley.

# Industry selling can ease adjustment

By **JOHN J. BEARDSLEY**, *President*  
*Pacific Coast Coffee Association*

The Pacific Coast Association will hold its twentieth annual convention May 21st through May 23rd at Del Monte Lodge, Pebble Beach, California. This event is always looked forward to with keen pleasure and anticipation by coffee men throughout the West Coast.

This year's program committee has been extremely active in rounding out a diversified schedule of events. Many plans have been prepared which, we believe, will make the 1951 program unusually interesting and enjoyable, the primary objective being to stimulate greater participation by all members.

Speakers of national reputation and consul generals of various coffee-producing countries will address our association at the regular business session. The "roast vs. green" baseball game can again be counted on to furnish an abundance of fun, to say nothing of runs, hits and errors. Prior to the annual golf tournament, which is one of the highlights of the convention, there will be the "Calcutta Pool Auction," which has remained so popular throughout the years. The formal banquet, with appropriate entertainment, will be the grand finale, bringing down the curtain on this our twentieth annual convention.

In retrospect, the year has produced problems of unusual proportion. The international crisis has once again forced on the trade the necessity of controls, which are always distasteful for all of us. Looking to the future, we feel that all members should be gratified that they have representation in combatting these problems through their membership in the Pacific Coast Coffee Association. The experience gained from similar controls during past years should enable the association to handle adequately problems which will arise because of new controls.

Even without controls, the present period would be considered difficult, due to the high level of prices and the readjustments that had to take place because of them. In fairness to the trade and to the public, we feel it should be continually pointed out that it is the past which is responsible for the present. For many years producing countries grew an over-abundance of coffee in terms of consumption, and economic conditions were an added factor in keeping prices at such a low figure as to force many growers to discontinue plantations and allow their lands to go to seed.

The aftermath of this situation hit all of us hard, because as world consumption expanded, renewed production was not able to keep up with the demand, and again economic factors, of an entirely different nature, added to the seriousness of under-production and a continually-rising demand.

It is relevant to point out that the low prices existing during the 30's did not increase sales, and at the same time the



current high prices have not substantially discouraged sales. While high prices may be felt by many as tending to discourage consumption, low prices will not substantially increase consumption.

Regardless of how the pendulum swings, the coffee industry must look to itself for merchandising the product, and by introducing a sales program using many factors—including better brewing methods, better advertising and more aggressive promotion—the industry will by and large help the process of adjustment without undue concern.

A negative action never produces success in the long run, and with aggressive promotion and adherence to sound selling methods, the coffee trade should look for continued success.

The coffee association is not a delegated body in merchandising the product, but in this period of changing times, is always ready to perform its functions and help all members alike to its fullest extent, as authorized and supported by the members.

## Long, hard fight ahead for coffee

By **L. E. WHITE**, *Director*  
*Roast Division*  
*Pacific Coast Coffee Association*

I take this opportunity to thank the members of the Pacific Coast Coffee Association for allowing me to serve as one of its directors during the past year. It has indeed been a pleasure and a privilege.



As we all know, the whole coffee industry has been greatly upset, due to the high price of green coffee, as well as the high cost of labor and of everything else pertaining to the finished product.

From all indications, it appears that we may still have a long hard fight ahead of us, what with the difficult price situation in respect to green coffee; the threat of greater

coffee consumption as the defense program is stepped up; and the fact that foods and other commodities have again been placed under government control.

With all of these factors in mind, our one object and purpose must be to cooperate in every way possible as individuals and as a group to hold the coffee industry on a parity with other food products, not losing sight of the fact that coffee is one of the world's largest industries and that it is our job to see that it remains at this high standard. To be sure, it will necessitate a little work and sacrifice on our part, but we do know by working together we will achieve results.

Here's best wishes to the Pacific Coast Coffee Association for a most successful convention!

# GREETINGS

to the 1951 Convention

## PACIFIC COAST COFFEE ASSOCIATION

— from —

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ANDRADE FERNANDES & Cia. Ltda.	552	- Camafer	Cia. Agricola PAES DE BARROS	814 - Capaba
Comercial ANTONIO PEREZ S. A.	1185	- Canpesa	A. M. PARREIRA & Cia. Ltda.	793 - Ampar
Comissarios e Exportadores BARROS S/A	1047	- Araquá	Companhia PRADO CHAVES Exportadora	86 - Pracha
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COMPANHIA PAULISTA de Exportacao	704	- Copaulex	S. A. REBELLO, ALVES, Com. e Exp. de Café	605 - Rebello
Companhia FINANCIADORA Com. e Exp.	887	- Financial	RIBEIRO, CARVALHO & Cia. Ltda.	225 - Rica
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LEITE BARREIROS S. A. Com. e Exp.	387	- Chavantes	ROSATO, RATO & Cia. Ltda.	530 - Arauto
Companhia LINENSE de Exportacao	307	- Linense	Exportadora SANTOS-PARANAGUÁ Ltda.	1137 - Sanpara
MILLON, BARRIONUEVO S. A. - Com. e Exp.	1035	- Milbar	SILVEIRA, FREIRE & Cia. Ltda.	352 - Silver
Casa Exportadora NAUMANN, GEPP, S. A.	22	- Orectic	Sociedade SUL AMERICANA Exportadora Ltda.	760 - Sulamex
NIOAC & Cia. Ltda.	186	- Monica	TOLEDO ARRUDA - Com. e Exp. S. A.	1.142 - Toarruda
			VIDIGAL PRADO, Com. e Exp. S. A.	453 - Vidigal

## EXPORTERS OF SANTOS COFFEES

# West Coast coffee trends

By MARK M. HALL, San Francisco Representative  
Coffee & Tea Industries

When war, politics, regulations, high prices and the law of supply and demand are all thrown at the coffee man at the same time, it is putting it mildly to say they give him something to think about.

These are difficult times in which to do business. The importer has to be very careful about extending himself. The roaster has the problem of buying in a high market, where the only road prices can travel—when they are pushing the ceiling—is down. He therefore buys only for immediate needs in most cases. And he is faced with a narrowing margin of profit, because of the resistance of the consumer to higher prices.

## One year ago

In the months prior to May, 1950, the market had experienced a period of dullness. Pressure of all kinds, emotional and economic, was being exerted on the market. High prices were bad, and something had to be done about it. As one local importer put it, "Roasters had been lulled into the belief that by withholding buying, they could keep the market going down. But they were not aware of the realities of the situation." Another importer added that you can't fight high prices with a low inventory. Roasters were turning down bargains. The spot market was full of bargains and some holders were becoming panicky.

Part of this lag in buying could be attributed to the Gillette Committee, which was making public statements to the effect that there was no real basis for a rise in prices. If this government and the buyers of coffee were misled, the Brazilians and the Colombians were not. Public buying had been down, but by June it became more normal. However, heavy liquidations of coffee futures in May and a low point which followed was succeeded by nibbling at the market in the latter part of May, and later in the month the market gained momentum.

## Effect of Korean War

With the beginning of the Korean war, conditions which prevailed in October and November of 1949 became evident again. Spots were cleaned up, particularly in the better grades. The public began to hoard again. The only green coffee available were Brazils and Colombians, and they were in strong hands. Central Americans were mostly out of the market. As could be expected, this wave of buying by the public, with heavy purchases and production by the roasters, was bound to subside. Army buying, which began to be stepped up about this time, had its effect on the market and in spite of the consumer lull, prices held firm and even moved up.

The Korean police action was assuming the proportions of a major war. Drought conditions were reported in Brazil. Colombians touched 60 cents in New York. The local trade was not too happy about it. Coffee was being sold for which the consumer was not paying the replacement cost. Purchases at these prices, especially for the smaller roaster, increased the hazards of buying and compelled the narrow-

## Coffee Imports into Port of San Francisco (in revenue tons)

	1948	1949	1950	1951
January .....	10,188	12,556	16,234	10,152
February .....	20,202	11,024	11,325	6,315
March .....	11,522	21,775	16,413	23,474
April .....	8,501	25,747	7,227	
May .....	7,033	13,625	6,104	
June .....	7,667	7,902	3,890	
July .....	15,613	10,327	3,736	
August .....	9,876	4,820	18,126	
September .....	6,593	6,256	8,411	
October .....	None	3,855	13,353	
November .....	None	5,585	12,143	
December .....	1,540	9,259	7,957	
Annual Total ..	98,735	132,731	124,919	

ing of margins. Financing became a problem indeed when some grades went up to \$90 a bag.

What goes up will come down, at least in part, and September found the market dull again. For the next few months importers reported the market quiet. The question beginning to trouble the trade was that of price controls. Many guesses were made and some reacted this way: How could the government roll back prices to the levels of May and June, when there was no surplus in producing countries? How could this country, which holds up the price of agricultural commodities by support buying, object to a producer of coffee following the same practice?

The market reversed its downward trend in November and began to work up. However, coffee importers reported dullness. As one green man expressed it, the roasters had loaded up in July, August and September, and were now only buying for immediate needs. At these high levels the market could show no great upward movement and no one was taking a long position. Roasters could wait for more activity, and because of the balance between supply and demand, any downward movement by the producing countries would be resisted. Crop news and the public would be the greatest factors in controlling the level of the market in the immediate future.

## 1950 in retrospect

Looking back over the year, as we entered 1951, one roaster expressed the view that 1950 was characterized by violent fluctuations tonnage-wise. There were months of extremely high sales, brought about by rising prices which spurred heavy buying by the wholesaler and the public. This was followed by periods of extreme dullness, resulting in declining prices and reduced wholesaler buying. All roasters ended the year on a high note, however, and hoping for more stability in 1951, so that the peaks and valleys could be avoided.

An importer looking forward at this time stated that he

(Continued on page 23)

# Coffee, judges and juries

By **BENJAMIN J. OLDER**, *First President  
Pacific Coast Coffee Association*

One of the penalties of having been president of the Pacific Coast Coffee Association for its first term is that the amiable Bernard Sachs, of Coffee & Tea Industries, always requests a few comments for his PCCA convention number.

We have written about the history of the association often enough. Happy is the association without a history, and that is our position since the last convention . . . with the exception of the very sad loss of our Johnny Roddy, a beloved, cheerful soul, our master of ceremonies and general manager of our conventions. Nothing was too much for John to do for us. I have lost a dear friend and the trade has lost a swell guy.

In getting around our country, which I do several times each year, a thing that strikes me very much is that there seems to be more curiosity about the price of coffee than any indignation about the high price.

I am on a Superior Court jury panel at the present time and of course the attorneys always ask you your trade or occupation. When I answer, "Coffee," everyone looks up. His honor will ask, "And when do we get 35-cent coffee again, Mr. Older?"

I answer that that is before my time in the trade . . . which is perjury, as I can well remember when some of our biggest buyers, now enormous national roasters, used to snort a cruel refusal at eight cents for Superior Unwashed Central Americans ex dock, shove the sample at you, and say, "We will wait until she sells at five." Which she never did!

A fortnight ago, one of the judges, when he recessed court, stopped the exodus and wanted to know the reason for coffee selling at 80 cents to 90 cents in the grocery store. I suggested that his honor should ask Dave (Junior) Davis, a fellow jurymen. Junior is a broker around here, but he pulled a "constitutional" and would not answer on the grounds that it might incriminate him with his trade. So I explained to his honor and to the audience, about the price in Latin America, the shrinkage, the gas, the cans, the high freight-rates, the advertising, the traveling salesmen, the trucks, the income taxes, the—

The Judge stopped me dead with a judicial hand in air. "Tell me no more, please, Mr. Older. If you keep on I shall begin to weep for poor Eddy Hills and poor Jim Folger."

Then comes the usual query, "What is the best coffee?" None of us will stick his neck out on that one, so we answer, "They are all fine now, Judge."

The time consumed for choosing a jury, the attorney's questions, the drawing out of an expert's testimony, the objections by lawyers, the confusing cross-examinations about previous depositions, all seem futile to me, a panel arbi-

trator for many years for our chamber of commerce and for the American Arbitration Association. One of our arbitration boards of three, and a chairman, can decide a heavy hundred-thousand-dollar case in an hour, as all of us are experts in the matter involved, and each of us has read and digested the briefs and rebuttals four or five times, quietly, each in his own office or at home. Attorneys are not permitted at our meetings and we do not know the parties in the dispute, and would not sit on the case if we did know them.

There you are—three experts from the trade involved, and a chairman selected for his long service as an arbitrator, while a jury may be composed of automobile men, plumbers, an assortment of housewives, chemists and housepainters. Naturally, after attorneys have fussed for six hours over the jury, eliminating most of the intelligent ones, and then cross-examined confused witnesses for three days, and made 45-minute orations, you get into the jury room with six opinions among 12 jurors.

In many years of arbitrations, I can remember but two where there was a minority finding. The award stands, of course, as majority rules, but a minority finding generally leads to an appeal.

In our own coffee association, I believe that we have but one arbitration during 1950, on question of quality, which was found, I think, sound and deliverable.

Where the dispute is between a foreign shipper and a local receiver, I opine that the findings would be more satisfactory to the shipper if one of the board were a coffee man from Latin America. There are generally visitors with us who would be competent and who might perform this duty if so requested. The president of trade associations has the power, of course, to name whom he wishes, on arbitrations.

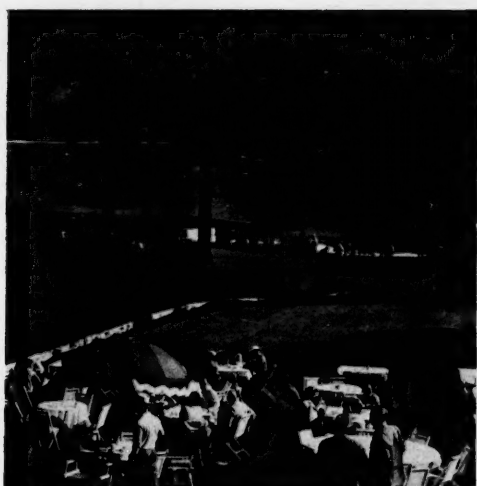
My own experience with arbitrations, where my firm was involved, in Havre or Copenhagen or Holland, was not pleasing to us shippers. Our firm felt that the board, three Danes or three Frenchmen, did not have our view-point on seasonal quality, which a shipper could well explain to his fellow arbitrators.

Del Monte, our convention location, is as beautiful as ever, and my compliments to the association officers who decided on, and reserved, the space at the Lodge.

The last time I was there, a short time ago, it rained in solid sheets, yet the place was wonderful, hotel nice and warm and cozy, with a pounding surf below the 18th hole and three bartenders wrestling with the rush at the 19th. I did not even go over to glamorous Carmel—the ice is just as good at the Lodge, and all the beautiful Carmel dolls were so wrapped in boots and oilskins that you could not tell a slick chick from her grandma. And you know, whenever I am out with the coffee-wolves, I am usually requested to take care of the aunt, or her grandma; Guess its my age.

Come to Del Monte Lodge, and see our small but muscular association at play and work combined . . . But I shall miss John Roddy more than words can tell.





The famous Pebble Beach golf course, as seen from the terrace at Del Monte Lodge

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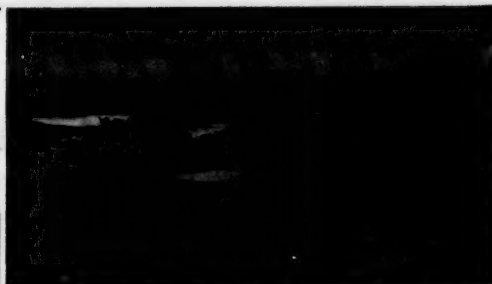
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A golfer's view of the Pebble Beach course

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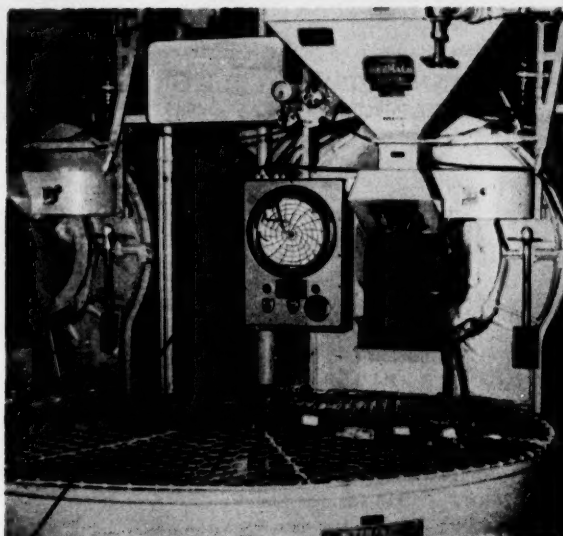
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Tempo-Vane Automatic Coffee Roasting Instrument, Tempo-Vane Mfg. Co. Other machinery shown in the photograph is not part of the instrument.

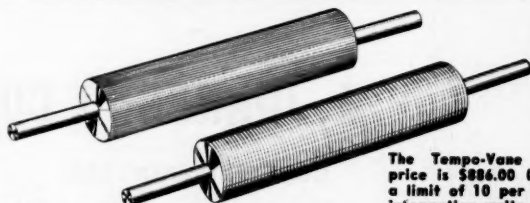
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**EVERYTHING FOR THE COFFEE INDUSTRY**

# How is the coffee business?

By **ANDREW S. MOSELEY**

*Andrew Moseley, president of Breakfast Club Coffee, Inc., Los Angeles, covers the Southern California news front for Coffee & Tea Industries. He does it, as he once put it, "just for the fun of it." But we don't know who gets the most fun out of his monthly notes, and looks forward to them with the most eagerness—Andrew Moseley, our readers or ourselves.—Ed.*

How is business? This rather commonplace question is anything but new and has been asked many times before of all business. It seems, however, to be particularly applicable to coffee at the present time.

As we approach the coming 1951 Pacific Coast Coffee convention, their 20th annual meeting, this time again at Del Monte, it is interesting to look back over events that have happened the last two years, their effect on the coffee industry today and, more important, their probable effect on the industry tomorrow.

Forgetting tumultuous 1949 when, it has been well said, coffee history was being written, the years 1950 and so far into 1951 have been exciting and far-reaching in trend.

The unprecedented rise in coffee prices in 1949, followed by the normal reaction of price swings to be expected at these high levels, occurred during the last 12 months.

The Korean war, which started in June, 1950 . . . the now famous Gillette investigation . . . ceiling prices the last several months . . . packaging controls . . . the Brazilian minimums (apparently to be enforced, resulting in the present situation of both floors and ceilings)—all bring us back again to the question, "How is the coffee business?" And, perhaps more important, "How is it going to be from now on in?"

No one can deny that some past events have proven a boon to the entire industry—yet we cannot help but face facts before us, especially the likelihood of terrific consumer resistance to coffee, vacuum packed on the shelf at over 90 cents or bag coffees over 80 cents.

It is well enough to say this will probably be corrected when the resistance happens—but we believe it *is* happening, and right now. The dangerous part is that this situation is fogged out by the retailers' present-day policy of week-end selling—using coffee as a leader which, without doubt, is accounting for much of the buying today.

That the retailer will tire of this goes without saying, and will result in the consumer paying "honest" prices for coffee, further ballooned by the 11 to 17 per cent mark-up to which the merchants are truly entitled.

The picture changes again when we observe the restaurant and institutional field and the dangerous practice by some of "stretching," by many devious methods—a practice that can only be eliminated by bringing home to the operator the

dangers in the often-heard statement, "It's hard these days to get a good cup of coffee in a restaurant."

We cannot justify this stretching operation with the high price of coffee today—not at 10 to 15 cents per cup average to the consumer.

When we attempt to sum up all these happenings, we wind up by parroting a remark made by so many connected with the industry, "Coffee is just too damn high!" The coming convention, followed by the national coffee convention at Coronado, should afford the opportunity for members to seriously consider the problems confronting them and perhaps give thought to the question, "How is the Coffee business?"

## Coffee still has pulling power— and to the energetic go the sales

By **ELWOOD W. WRIGHT, Director**  
Roast Division  
Pacific Coast Coffee Association

The retailer, with several weeks advance notice, anxiously awaited announced markups permitted on ceiling prices. This resulted in a slow down generally. The retailer should again feel like maintaining a normal supply now, with the margin ceilings announced and with the indication that there will be no widespread roll backs.

Evidence is on every hand, however, that coffee still has pulling power. Although some ridiculously low prices have been offered by the retailer, in each instance it resulted in considerable business, indicating that the pub-

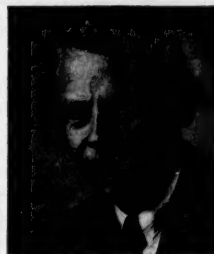
lic is aware of the bargains offered.

There is no doubt that the average family is being careful about its coffee use, due to the high price, but it is still an inexpensive beverage, and as long as the delights of a good cup of coffee are presented, the public will respond—but they do want a good cup of coffee.

It is fatal to tamper with quality, and to date on the West Coast there have been no indications of quality deterioration.

There is no indication yet that the public feels coffee is too high in comparison with other items, and although this may not be a banner year, it should be a normal year in coffee usage, barring the possibility of an all-out conflict.

It is not a time to say that coffee will not sell because of price, for coffee is selling—and to those who go after it belong the sales. This is particularly true on the Pacific Coast, where population growth and unfamiliar brands cause a "floating use" until taste tells and a brand is found acceptable. There is much healthy competition for the new arrivals.



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# More-cups-to-the pound approach hurts coffee

By **KARL D. EMMRICH**, Director  
Roast Division  
Pacific Coast Coffee Association

Generally speaking, I do not believe that the coffee roasting industry of the Pacific Northwest has faced any different conditions than the entire industry throughout our nation. I believe that we have now weathered the adverse criticism that was levelled against us by the press, the radio and the consuming public when it was necessary to advance roast prices to a point that no one had heard of before. This, no doubt, has had a tendency to slow up consumption, as it is only natural that the user of coffee is going to be more careful in its use when prices are at this high level.

We do have trade abuses by some roasters that should be abolished, not only for the betterment of themselves, but also to bring about a healthier condition for the roast coffee industry as a whole.

It is regrettable to see some of our largest coffee roasters,



and also some of the small ones, still telling—or rather, trying to sell—the consumer that their blend, through some twist or turn, will get the consumer all the way from 12 to 20 cups more to the pound. Any genuine blender of coffees knows that this is impossible to do and still maintain a quality of beverage in the cup that will satisfy a good coffee drinker, instead of discouraging his use of coffee.

What we want to do is encourage the consumer to reach for a second or third cup of good coffee, not to make him discontinue the use of coffee completely. Competition from other beverages is keen enough without having this type of competition within our own industry.

This is one time in our history when our association should get together solidly and stay together, as we may have some serious problems to face that will affect everyone of us, large and small.

In the Northwest, we are looking forward to a steady growth in our population. Many millions of dollars are being spent in the building of large projects throughout the territory. These include dams for power, flood control and irrigation purposes. We really have a few gallons of water, so much in fact that California is trying to talk us out of our overflow.

Our Pacific Coast Coffee Association has carried on through the past year in its usual good manner, and we are all looking forward to the national convention to be held this fall at Coronado Beach.

## High prices have not hobbled coffee imports

By **WELDON H. EMIGH**, Director  
Green Division  
Pacific Coast Coffee Association

Developments since the last convention have proven that our fears regarding greatly curtailed imports due to high prices were, for most part, unfounded. It seems to be true, however, that business to the consumer has been somewhat affected because of present price levels.

Looking back over the past year, we have witnessed prices advancing by cents per pound, and subsequently government price ceilings, which in turn were followed by new higher minimums from Colombia and more recently from Brazil.

The timing of recent developments almost falls into the category of what would be termed in prize-fights circles "rolling with the punch" and then "counter-punching."

Our industry is indeed very fortunate in having excellent leadership at this time, while we are working under controls and restrictions. Those individuals who learned from experience in the last war are kindly willing to devote their



time and energy to our problems, and we owe them a great debt of gratitude.

World conditions today have a tremendous effect on all commodity markets, and no doubt each and every new development in the international picture will tend to be felt in our industry as well as in all others. Consequently, trends are even more affected by outside influences than they are by any planned schedule within the industry.

Looking ahead to the ensuing year, I am sure that all of us can feel confident that our problems will be handled just as completely and as satisfactorily as they have been in the past.

## Coffee Industry Advisory Committee is named by OPS

The Coffee Industry Advisory Committee has been named by the Office of Price Stabilization, it was announced last month. No date was set for the first meeting of the group.

On the committee are A. A. Anisansel, F. H. Silence, C. A. Mackey, J. K. Evans, F. W. Buxton, Edward Aborn, J. M. O'Connor, John H. Wilkins, Overton Dickinson, W. D. Roussel, Albert Hanemann and E. P. Bartlett, Sr.

Also William B. Reily, Jr., Paul E. Taft, R. E. Atha, J. H. Coleman, Leonard W. Olson, N. L. Schmid; J. T. Hanson, J. A. DeArmond, T. Carroll Wilson, George C. Theirbach and H. F. Gavigan.

## Off-hour profiles

A column about coffee and tea men away from their desks.

### Allen Ehrhardt's Rod and Gun

When the cares of state and the strain of piloting his country through a world war became too great, Winston Churchill took to landscape painting to refresh, and rest, his mind. W. Allen Ehrhardt, president of the Alexander Balart Co., for just as good a reason to him, ducks everything for a while now and then and takes to rod or gun. In this period of market difficulties and business uncertainties, there is nothing like rivers, streams and wilderness to make a man forget, for a while at least, the whole troublesome business.

With Allen Ehrhardt it is more than a mental relaxation from responsibility. The outdoors is in his blood. He likes the beauty of rugged places, the thrill of the hunt, the lure of streams where fish lurk.

He is happy with a five-ounce rod, going after steel head on the Klamath River when these rainbow trout,



Ehrhardt and some big ones

after fulfilling their earthly mission of spawning in the headwaters, wind their way back to sea.

He uses a light rod and will cast for half an hour to land a steel head. The fish jump high out of the water after being hooked. Then the battle is on. It takes skill to land the fish, and it is finally in the basket, the experience tops the greatest thrill of all fishing at least to Allen Ehrhardt.

Fly fishing in the Klamath region is the best in the United States or Canada, he insists. But he concedes Canada is next.

No less to his liking are the streams and lakes in the high Sierras of California. There you can do your angling against a backdrop of some of the finest scenery in the world, and in the region where there is some of the finest fishing. Of course, part of the fun is to go fishing with one's friends, to cook the fish from the hook, and then over the camp fire to check fish stories, which are bound to go the limit . . . even if the catch did not.

### Fishing and coffee . . .

Fishing, in some respects, is like the coffee market—unpredictable and distracting. It is the biggest fish which always gets away, in the stories at least, and to be honest, Allen admits he doesn't always get the limit.

About once a year he joins a party which packs into the high Sierras to hunt and fish, or goes duck hunting with William Bransten in the Upper Bay region. Recently he was a member of a hunting party which packed into the wilds of Wyoming, braved a blizzard, climbed to the 11,000 foot level in wilderness country, had plenty of adventures, and returned with an elk and an antelope.



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With him in that party were Bill Burch, of Ruffner, McDowell and Burch, Inc., Chic de Sola, of San Salvador, and others. That is the kind of rugged activity which Allen calls relaxation!

W. Allen Ehrhardt was born in Oakland, California, in 1909, but spent most of his life in San Francisco, graduating from one of its high schools. His first job out of high school was with C. G. Cambron & Co., coffee importers. After five years with the firm, he went to work for the Alexander Balart Co., and in the course of years became its president, which position he holds today.

He has been president of the Pacific Coast Coffee Association and the San Francisco Coffee Club and is a member of the Pacific Rod and Gun Club.

W. Allen Ehrhardt is not only a successful business man. He is also a leader in the coffee trade, numbering a host of friends among the importers and roasters. He is a regular fellow and has a way with men—but is not, perhaps, too popular among wily fish and big game. Too many of their kin have fallen to his skill!

#### **West Coast coffee trends**

*(Continued from page 13)*

expected the market to remain firm. He was not fearful of controls as some were, for the reason that the State Department was anxious to maintain good relations with the Latin American countries. Besides, conditions were not so conducive to controls because of the tight supply situation. The last war, when coffee was in surplus supply, was different. Furthermore, high prices are necessary for an interchange of goods between the coffee countries and the United States. With high prices, the economy of the coffee producing countries is improved and their ability to purchase from the United States is increased.

#### **Price controls and Army buying**

All speculation regarding regulation ended when the price ceiling order was issued in January. The market remained dull well into April. With ceiling prices established, there was no incentive to buy ahead. March shipments into the Port of San Francisco and the Coast were extremely high, due to heavy buying in November and December.

One of the main topics of conversation among green men was the large government purchases of coffee for the Army. Many West Coast firms were successful bidders and deliveries covered all the principal ports on the Coast.

It is said that very little coffee is brought in unsold and spot stocks are reduced in proportion to well considered demand. In a market which has experienced such a long, sustained rise, large importers who have made extensive commitments sometimes are able to shade their prices for a large order and make it difficult for the smaller man to compete.

#### **1950 shipments under 1949**

The roaster seems to have adjusted himself to high prices, and with the market firm there is no relief in sight. Figures indicate that less coffee came through the port of San Francisco in 1950 than in 1949. Part of the answer is that the roasting of coffee is now more widely distributed over the Coast, and the other part is that the dislocation of shipments in 1948 because of the strike caused very heavy receipts in

*(Continued on page 44)*

Haas Brothers, in its

Centennial Year,

Salutes the

Pacific Coast Coffee Association

Convention, Del Monte Lodge,

May 21, 22, 23, 1951

**For a Century, Importers and  
Jobbers of Quality Coffee  
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Haas Brothers, founded as wholesale grocers in 1851, shipped its coffee into the Port of San Francisco during gold rush days in sailing ships from Central America, Java and Sumatra.

As far back as 75 years ago, the company had men traveling in Central America, looking for the finest grades of coffee, and today they keep up the practice of covering the coffee countries with their own men.

Haas Brothers has remained in the family during its entire existence. The fourth generation is active in the business today.

In its early days, the firm soon became an important factor in the import and export of goods. With sound vision, they realized the importance of coffee, and over the



William S. Rathy

years were a vital factor in developing San Francisco as a pioneer of good coffee, leading to many of the innovations which made this city a leader in coffee.

With its emphasis on quality, Haas Brothers has also made a notable contribution to the art of cupping. The finer grades became better known and the firm sent its men into Central and South America to insure a continuous supply of these coffees. It now counts among its customers users of such grades in all parts of the United States. The firm has agents or brokers in most of the important roasting cities in this country.

An important factor in the more recent progress of Haas Brothers' green coffee division has been the management of William S. Rathy, who has been with the firm for 32 years. It has taken skillful management, as any coffee man knows, to guide the firm through these troublesome times in coffee.

Assisting Mr. Rathy is W. H. Hughes, who has been with the company since 1938 and now does the traveling to maintain contacts with the coffee-producing countries.

Haas Brothers endeavors to keep a continuous supply of coffees, both on a "to arrive" basis as well as spot stocks, it is explained. Quality grades are maintained by close contacts with the sources of supply of those grades. This is important in these days of balanced supply and heavy competition for the best grades at the proper price.

With the high prices of green coffee, and the large quantities brought into the port, as the ships manifests will testify, the size of this division of Haas Brothers has probably outstripped the fondest dreams of the brothers. The progress can be in good part attributed to the vision and policies of the founders, carried out ably and effectively in succeeding generations during the past century.

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## Says little is done to increase coffee output in Haiti

Although coffee is Haiti's most important export crop and coffee prices are currently at a record high level, very little is being done to increase the country's coffee tree numbers, according to G. A. Hubert, agriculture attache, American embassy, Port-au-Prince.

There has been a general downward trend in coffee shipments from Haiti since 1918-19, when exports reached a record total of 815,000 bags. In 1949-50, the total was about 440,000 bags.

Lack of any program for organized replanting and the absence of proper care and cultivation of coffee trees have curtailed output, and it is expected that coffee exports will continue to decline unless an effective program to increase coffee production is devised and put into operation.

### Coffee origin in Haiti

Coffee was first introduced into Haiti in 1715 from seedlings propagated at the Jardin des Plantes in France. During the French colonial period, coffee growing was developed on a plantation basis. Sugar was the predominant export crop. Most of the sugar plantations were destroyed during the Haitian revolution, and, following the establishment of the Republic of Haiti, the plantations were divided up and allotted in small farms to the officers and soldiers of the revolutionary armies. Coffee became the more important money crop.

By 1919, coffee accounted for 76 per cent of the total value of Haiti's exports. While the relative value of coffee exports has declined somewhat since 1919, coffee remains the crop which affects directly the lives and livelihoods of the two and a half million peasants who make up the basic Haitian population. Good coffee crops at high prices mean prosperity to Haiti, while poor crops and low prices mean depression and crisis.

### 270 million coffee trees

At the present time, there are about 270 million coffee trees in Haiti planted on about 395,000 acres of land. About 665,000 bags of coffee were produced in 1949-50. Around 220,000 bags were consumed locally, and the balance was available for export to foreign markets. The average yield per tree amounted to about one-third of a pound.

The Haitian coffee crop is grown almost entirely on tiny peasant farms devoted principally to the production of subsistence crops. Most of the coffee acreage has been in coffee trees for a great many years, and replanting has been extremely haphazard. Very little cultivating is done except cleaning out from under the trees at the end of each harvest and culling out the dead trees and those too old to bear. Pruning is mostly limited to breaking off dead or damaged branches occasionally.

There are several diseases affecting coffee trees in Haiti. Among these are brown and white rot, brown and yellow spots, *Apaté Francesca*, and *Leucoptera Coffeella*. These diseases are probably less destructive, however, than rats and crickets. The crickets bore into the trees and tunnel through the stems and branches. Rats cause a serious loss of ripe coffee berries just before the harvest.

MAY, 1951

## GREETINGS

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— ANNUAL CONVENTION —

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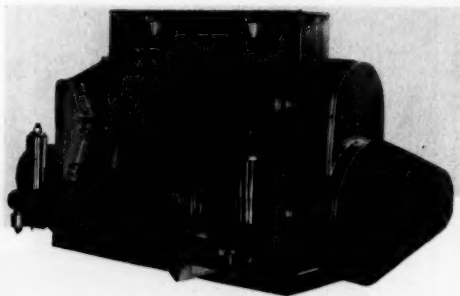
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The coffee in the MOORSPEED Mill is ground gently—no heating ever occurs to affect the quality or flavor. Accumulation of preground coffee in the grinding chamber is impossible due to the latest methods of construction.

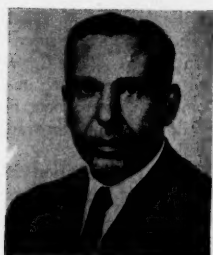
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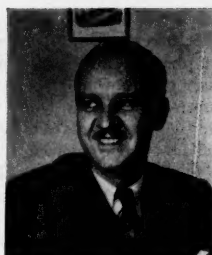
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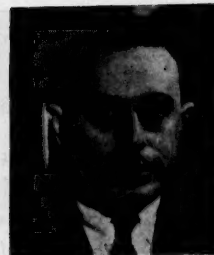
PACB President Sarmanho



Andres Uribe



Manuel Proto



Enrique Lopez Herrarte

## PACB votes \$2,000,000 to boost coffee

A budget of more than \$2,000,000 for coffee advertising, promotion and public relations was approved last month by the board of directors of the Pan-American Coffee Bureau at its annual meeting in New York City.

The \$2,000,000 budget is for the fiscal year beginning May 1st. Announcement of the board's action was made by Dr. Walder Lima Sarmanho, PACB president.

On hand for the meeting were the following representatives of member countries of the Bureau: Dr. Mario da Camara, Brazil; Andres Uribe, Colombia; Renato Delcore, Costa Rica; Dr. Guillermo Rubiera, Cuba; Dr. Luis Gutierrez, El Salvador; Dr. Enrique Lopez Herrarte, Guatemala; Juan Rebolledo Clement, Mexico; Hans Cohn, the Dominican Republic; and Dr. Carlos Rodriguez Jimenez, Venezuela.

The board also appointed PACB's executive committee for the coming fiscal year. On the committee are Dr. Sarmanho, representing Brazil, Mr. Uribe, representing Colombia, and Manuel Proto, representing Costa Rica, Cuba, the Dominican Republic, El Salvador, Guatemala, Honduras, Mexico and Venezuela.

The annual meeting, which was chaired by Dr. Lopez Herrarte, adopted unanimously a resolution calling on the Latin American coffee producing countries to take full advantage of all economic and technical assistance now available in order to keep pace with the mounting world demand for coffee.

The Bureau's advertising program, which will be under the supervision of the executive committee, will include national magazines, Sunday supplements, grocery, restaurant, fountain and coffee trade publications. In addition, the Bureau's educational material will be offered to teachers and school systems through home economics and scholastic teacher publications.

In cooperation with the National Biscuit, the Pan-American Coffee Bureau will conduct an intensive promotion of iced coffee during the summer months. During July and August, National Biscuit will feature Ritz Crackers and iced coffee in its advertising in national and women's service magazines, and on posters carried by its 1,500 trucks throughout the country. Life-size easel displays in full color will feature the tie-in promotion in key grocery outlets.

The Bureau's advertising in national magazines also will be devoted to iced coffee and Ritz Crackers. Iced coffee point-of-sale and display material will be offered to the trade in grocery, coffee and fountain publications. The

### COFFEE VOLUME HERE CAN BE BOOSTED IN SPITE OF HIGH PRICES—DeARMOND

Coffee consumption in the United States can be increased in spite of existing high prices. This possibility was emphasized by James A. DeArmond, president

of the National Coffee Association, at a luncheon attended by leaders of the coffee industry from this country and producing areas.

The luncheon, held at the Waldorf-Astoria Hotel, New York City, was tendered by NCA in honor of Dr. Walder Lima Sarmanho, president of the Pan-American Coffee Bureau, which had just completed the



NCA President DeArmond

annual meeting of its board of directors.

The first quarter of 1951 established an all-time high in United States coffee imports, Mr. DeArmond pointed out. He cited this record as proof of the confidence of the coffee importing trade in the future of this commodity.

Mr. DeArmond also pledged the full cooperation of the United States coffee trade in the \$2,000,000 promotion program approved by the board of directors of the Bureau for the fiscal year starting May 1st.

Federal Advertising Agency handles the Pan-American Coffee Bureau account.

Citing work already being done by the Latin American coffee producing countries, Dr. Lopez Herrarte pointed out that more than 200,000,000 new trees have been planted in Brazil alone. "Unfortunately," he added, "people do not realize that coffee production cannot be increased from year to year simply by increasing acreage, as is the case with wheat, corn, cotton and other annual crops. Coffee is an orchard crop, and it takes an average of five years for a coffee tree to mature and bear in quantity.

In the Agronomic Institute of Sao Paulo, Brazil, technicians are now working on more than 100 research pro-

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jects connected with coffee. In Colombia, the National Federation of Coffee Growers has been conducting intensive research on coffee for more than 20 years. The Costa Rican government is sponsoring an aggressive coffee improvement program, while the Dominican government is directly assisting growers by its development of improved methods of coffee growing and processing.

"In El Salvador, the Coffee Growers Association is working successfully to raise the productivity of that country's plantations. The National Coffee Commission of Mexico is working to expand coffee cultivation in rural areas, and during May will provide growers with one million seedlings to be set out in specially selected areas. In addition, the commission constantly maintains a vast nursery of more than four million plants.

### Venezuela's program

"In Venezuela, the Ministry of Agriculture is putting special emphasis on its program to improve and increase production, while the Venezuelan Association of Coffee Growers also is making important contributions to the betterment of the industry. Other countries report that they are taking similar steps."

Results of research in Latin American countries are freely interchanged, and benefit not only the growers and the economies of the various countries but also are steps toward more and better coffee for people throughout the world, Dr. Lopez Herrarte pointed out.

"That is why it is so gratifying to see such complete unanimity of thought and purpose among the ten coffee producing countries who form the Pan-American Coffee Bureau, as expressed by their representatives at today's meeting," he added.

The National Coffee Association held a reception and cocktail party for PACB board members at the Savoy-Plaza Hotel, and a luncheon to honor Dr. Sarmanho at the Waldorf-Astoria Hotel.

Dr. Sarmanho told the luncheon meeting, a distinguished gathering of coffee leaders from this country and producing countries, that in his personal opinion the new coffee crop in Brazil would not be greater than the current crop.

### Crop predictions

NCA's reception and Luncheon, Dr. Sarmanho pointed out, were expressions of the common interests of the coffee trade in the United States and in the Latin American producing countries.

"It seems to me that even as we have mutual interests, we also have mutual problems," Dr. Sarmanho declared. "You know the situation with regard to coffee supply as well as I do. You know that coffee, as an agricultural commodity, is subject to the vagaries of weather as any other agricultural commodity. It is common to see prices for wheat, corn or cotton fluctuate as crop predictions, based on changes in weather, are raised or lowered. Yet so far as coffee is concerned, too few people seem to realize it is subject to these same changes in weather.

"What the coffee crop in my own country will be this year, no one can safely say at this time. Drought conditions have prevailed generally in Brazil since 1949. There have been predictions of an exportable production of 15 million bags for the coming crop year. There have been other predictions of an exportable production of 17 million bags. Either may be right, although in my personal opinion I doubt

(Continued on page 44)

COFFEE AND TEA INDUSTRIES

# The aroma of coffee

## Part 4 of a comprehensive survey of knowledge on the subject

By R. W. MONCRIEFF, B.Sc., F.R.I.C.



Many suggestions have been made for improving the aroma and flavor of coffee. According to Kellogg,<sup>20</sup> both the flavor and the aroma of coffee are improved by the addition of about one per cent of hydrogenated coffee oil. It is known that oxidation results in staling and loss of aroma, so that probably the addition of reduced coffee oil might be expected to counteract the effects of any slight oxidation that may have taken place. The desirability of preventing oxidation is widely appreciated; one method of effecting it is, as described by Musher,<sup>20</sup> to coat the roasted beans with caramelized whey. "Toasted" coffee *i.e.*, coffee that has been roasted in the presence of some caramel producing substance, such as cane sugar or molasses, has been described by Cattaneo and Viggiano.<sup>21</sup>

### Hydrogenating

Johnston<sup>22</sup> has claimed that the aromatic properties of coffee may be improved by hydrogenating it in the presence of a catalyst such as palladium or Raney nickel. Dutch Patent 55120<sup>23</sup> claims that the odor of coffee may be improved if sulphur dioxide is present during the roasting of the coffee. This may be effected by adding about 0.5 per cent sodium bisulphate to the coffee before it is roasted, and subsequently exhausting the gases. If the development of an empyreumatic flavor, which is liable to occur when coffee is roasted at too high a temperature, is due, as it may well be, to oxidation, then the presence of the reducing sulphur dioxide might be expected to reduce or prevent it. In fact, the addition of sulphur dioxide to coffee which is being roasted is exactly analogous to the use of sulphur dioxide to preserve fruits and vegetables; so long as sulphite remains in the preserved fruit or vegetables, oxidation, color changes, and the development of off-flavors are inhibited, but once the sulphite has been lost, oxidation ensues together with deterioration in the flavor. Apparently it is equally as im-

portant to prevent oxidation of the coffee whilst it is being roasted; sulphur dioxide will do this, and will accordingly prevent the development of unpleasant flavors.

Clifton<sup>24</sup> has suggested a method whereby the volatile constituents may be retained in ground coffee, so that the flavor will not be lost. This consists essentially of mixing the coffee, during or after grinding, with a water soluble viscous material such as treacle, glucose, invert sugar or condensed milk. The product so obtained may, if required, be compressed into tablets.

Lendrich<sup>25</sup> has suggested that constituents of coffee which give rise to unpleasant smell and taste, such as chlorogenic acid, may be hydrolysed by heating the coffee beans under a pressure of 1-3 atmospheres in the presence of moisture and a hydrolysing material, such as acid or alkali. He considers that the astringent taste of certain kinds of coffee is due to the presence of chlorogenic acid.<sup>26</sup>

Jordt<sup>27</sup> has suggested that coffee may be freed from an astringent taste by treatment with ozonized air, before it is roasted, the chamber in which the beans are contained preferably being evacuated by a vacuum pump before the ozonized air is admitted.

### Ultra-violet radiation

Horvath and Vielwerth<sup>28</sup> have claimed that a mouldy odor can be removed from coffee by drying it and then exposing to ultra-violet irradiation.

According to German patent 566264<sup>29</sup> the flavor of coffee can be improved by treating it with an aldehyde before roasting it. The process may take place at a raised temperature, *e.g.*, 100°C.

Crocker<sup>30</sup> has observed that coffee without aroma would be repulsive; his description<sup>31</sup> of the way in which coffee is tested runs along the following lines:

The beans are first examined for grade, size and color.

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MEXICO-NICARAGUA**

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Then a test roast is made under carefully standardized conditions. The coffee is ground to a specified fineness, and the odor of the dry ground coffee is observed. About 10 g. of the coffee is placed in a cup and boiling water poured on it. First the aroma is observed, both before and after stirring, then when the coffee has cooled sufficiently, it is tasted. In tasting, the coffee infusion is drawn back into the mouth slowly until the full flavor and character are judged, and is then expelled; it is not swallowed. Percolator coffees may be brewed in a percolator and then poured into cups for testing.

According to Crocker, desirable and undesirable attributes are as follows:

*Desirable*—Richness, of body, "acidity," thickness of brew, flavor, wininess, syrupy character, smoothness, and mellowness. Probably most of these can be correlated with "total extractives" or "water-solubles."

*Undesirable*—Sourness, woodiness, mustiness, "hidiness," bitterness, earthiness and "rioyness" (a crude rawness, often found in Rio coffee). These may be due to unfavorable growing conditions, faulty curing, or to damage in transit.

Flavor and aroma are inevitably inseparable. Odor determines the aroma and to a large extent the flavor; true taste plays a part in determining the flavor, but cannot affect the aroma. Color of the infusion is important, and the colorimeter is used to assess this.

Ishikawa and Arkawa<sup>42</sup> measured with the glass electrode the pH value of Brazil coffee infusion prepared by boiling 2 g. in 200 ml. water for 50 minutes. They found that it was 5.448. For comparison, black tea similarly prepared was 5.471 and green tea was 5.787. According to Crocker<sup>43</sup> acidity decreases with depth of roast; a very lightly roasted coffee has a high acidity or low pH value.

Musher<sup>44</sup> has suggested that freshly roasted coffee while still at a temperature above 250°F. should be treated with a small amount of slightly acid water-soluble extract of maize to prevent subsequent oxidative staling. He has also<sup>45</sup> suggested treating hot freshly roasted coffee with a small proportion of green coffee-bean flour (or an aqueous extract of it) for the same purpose. Johnston, Gore, Landis and Frey<sup>46</sup> have described the treatment of coffee with a variety of substances, most of which are powerful reducing agents, in order to preserve its aromatic principles. Some of the substances specified are hydroquinone, catechol, resorcinol, citric acid, sorbic acid, glutamic acid and glycine.

<sup>20</sup> J. L. Kellogg, U.S.P. 2288284, 1942.

<sup>30</sup> S. Musher, U.S.P. 2282803, 1942.

<sup>31</sup> P. Cattaneo and J. Viggiano, *Anal. asoc. quim. argentina*, 1941, 29, 149-68, and *Chemical Abstracts*, 1942, 36, 1398.

<sup>32</sup> W. R. Johnston, Canadian Patent 394,579, 1941.

<sup>33</sup> N. V. Chemische Fabriek Servo and M. D. Rozenbroek, Dutch Patent 55120, 1943.

<sup>34</sup> W. E. Clifton, B.P. 342,778, 1929.

<sup>35</sup> K. Lendrich, B.P. 346784, 1930.

<sup>36</sup> K. Lendrich, *Volkswirtschaft*, 1930, 5, 310, and *Chemical Abstracts*, 1931, 25, 4633.

<sup>37</sup> H. Jördt, *Chem. Ztg.*, 1931, 55, 161.

<sup>38</sup> E. von Horvath and P. Vielwerth, U.S.P. 1811869, 1931.

<sup>39</sup> E. Orno-Ornfeldt and M. O. Loew, German Patent 566264, 1933.

<sup>40</sup> E. C. Crocker, "Flavor," p. 55, New York, 1945.

<sup>41</sup> E. C. Crocker, *Ibid.*, p. 119.

<sup>42</sup> F. Ishikawa and M. Arakawa, *Bull. Inst. Phys. Chem. Research (Tokyo)*, 1943, 22, 335-44.

<sup>43</sup> E. C. Crocker, "Flavor," p. 122, New York, 1945.

<sup>44</sup> S. Musher, U.S.P. 2198206, 1940.

<sup>45</sup> S. Musher, U.S.P. 2198207, 1940.

<sup>46</sup> W. R. Johnston, H. C. Gore, Q. Landis and C. N. Frey, Canadian Patent 389192, 1940.

(To be continued. Published by special arrangement with "Food," London.)

**Holiday Coffee, new soluble,  
is marketed in Providence, R. I.**

Holiday Coffee, a crystal soluble, was offered to the mass consumer market in Providence, R. I., last month, for the first time.

The product is manufactured by a new concern, Holiday Brands, Inc., Walpole, Mass. The manufacturing process was developed by National Research Corp., Cambridge, Mass., the same firm which developed frozen orange juice concentrate and introduced it under the name of Minute Maid.

Holiday's high vacuum process is said to evaporate moisture from the coffee extract at a relatively low temperature, eliminating the oxidation and impairment of flavor attributed to more conventional methods of drying.

Production was on a 24-hour basis in the company's pilot plant at National Research and a supply was accumulated for the Providence opening. Production starts this month at a recently acquired plant in Walpole, where machinery is now being installed.

Test markets in which Holiday has been offered indicate excellent consumer acceptance, it was reported.

In the manufacturing process, a special blend of coffee beans is roasted and ground in conventional fashion, and the coffee extracted in the form of a liquid concentrate. The concentrate, sprayed on a continuous moving stainless steel belt, is subjected to high vacuum, which evaporates the liquid elements, leaving the concentrate in crystalline form. The crystals are removed from the belt at the end of the chamber and conveyed to a dehumidified room, where they are shattered to smaller size and packed in two-ounce jars.

President of the ten-month-old, \$1,800,000 firm is 41-year-old E. Lambert Cannon, of Wellesley, Mass., a native of Idaho, graduate of Harvard Business School and veteran of 20 years experience in the coffee business.

**Shave estimates of Guatemala's 1950-51 yield**

Guatemala's 1950-51 exportable coffee production now is forecast by Guatemalan trade sources at only 825,000 bags, according to D. M. Crawford, agriculture attache, American embassy, Guatemala City. This is substantially lower than an earlier forecast of 1,000,000 bags, and 9 per cent below a revised estimate of about 900,000 bags for 1949-50.

Brokers report that many coffee planters have indicated smaller harvests in 1950-51 than in 1949-50. Production in the region lying to the east of Rio Maria is expected to be down 20 to 25 per cent.

Some observers say that the smaller 1950-51 harvest is a result of the damage to the trees caused by the storms in late 1949.

**Purity Spice expands facilities**

The recent removal of Purity Spice & Seed Mills, Inc., to 255 Water Street, Brooklyn, N. Y., has been accompanied by an expansion of facilities. Equipment and output have been just about doubled, according to Robert Bruml, head of the company.

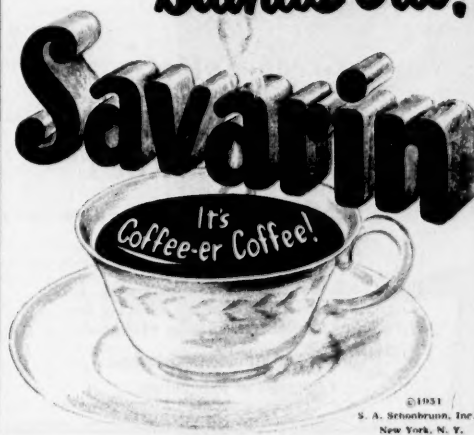
Oddly enough, in its 20-year history, this company has always had a Water Street address. Originally it was 42 Water Street, New York City, then 281 Water Street, also in New York City, and now it is 255 Water Street, in Brooklyn.

MAY, 1951

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## Mexico continues to progress in coffee expansion program

Federal sponsored stimulation of coffee production has progressed to the extent of 984,366 bushes blooming in nurseries in Vera Cruz, Oaxaca and Chiapas States, which will be planted in specially selected sites and soil in those regions during May, June and July, Juan Rebollo Clement, president of the National Coffee Commission, told President Aleman. The Commission chief added that his organization has arranged for establishing a nursery to produce nearly 4,000,000 bushes in the Campo Viejo agrarian zone, Coatepec municipality, Vera Cruz State, all of which he declared practically guarantees a marked upswing in Mexican coffee production. The Commission is teaching planters better selection and cultivation methods.

Remarking that Mexico enjoys a peculiarly favorable position, because of her proximity, to supply the U.S. with coffee, a position that would be unique in the event of, war disrupting sea services, the National Coffee Commission, asked President Aleman to consider the survey of coffee credits in Mexico prepared by Dr. Alfonso Rochac, the Commission's technical adviser, assigned by the Special Coffee Committee of the American States Organization.

The Commission said the survey is the most complete of its kind ever made in Mexico. It calls for financing the annual planting in coffee of 8,000 hectares (18,000 acres) which, it is calculated by the Commission, will in ten years enable Mexico to double her yearly coffee exports.

The plan calls for long-term credits to rehabilitate exhausted and near-exhausted plantations, and to establish treatment plants and short term credits to cover single crops.

## El Salvador to get rain-making efforts in coffee-growing areas

An executive decree recently signed by President Osorio empowers the ministry of agriculture to develop a plan "designed to produce artificial rains in the agriculture areas of the republic, in times of absence or insufficiency of natural rainfall which may be prejudicial to farming production."

The ministry of agriculture is specifically empowered to delegate to the Association Cafetalera de El Salvador the carrying out of the program for obtaining artificial rainfall, in so far as the coffee producing areas of this country are concerned.

## Brazil's coffee exports to U.S., Europe

While the volume of coffee shipped from Brazil to the United States in 1950 showed a sharp drop from 1949, the proportion which it represented in Brazil's total coffee exports increased from 63 per cent in 1949 to 66 per cent in 1950. On the other hand, the coffee shipped from Brazil to Europe decreased from 27 per cent in 1949 to 26 per cent in 1950.

Port stocks and visible interior stocks of coffee in Brazil amounted to 9.4 million bags at the end of December, 1950, compared with 10.1 million bags on December 31st, 1949, and 13.4 million bags on January 31, 1949.

COFFEE AND TEA INDUSTRIES

## Crops and countries

coffee news from producing areas

### Set up new coffee institute, Brazil commission suggests

A new coffee organization for Brazil, the Instituto Nacional do Cafe, has been proposed by a commission set up by the Minister of Finance in accordance with the program of the new government, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

On the commission were Silvio Alves de Lima (president of the Santos Associacao Comercial, Francisco Malta Cardozo, former president of the Sociedade Rural Brasileira, Raul Renato Cardozo de Melo, Haroldo Junqueira and Paulo Soares Neto.

The commission's recommendations, which will be submitted to Brazil's congress, calls for the new institute to be directed by an executive consisting of representatives of farmers and commercial interests, headed by a president to be appointed by the federal government. The institute would take over the assets of DNC, which is being liquidated.

The institute would have the following responsibilities:

1. Improvement of coffee growing methods, to decrease costs and increase per tree output.
2. Improvement of coffee quality.
3. New plantings of coffee trees in zones best suited to production of good quality and large quantities.
4. Defense of an equitable price for the producer, in accordance with the competition of international production as well as indispensable increases in consumption.
5. Widening of promotion to increase consumption in Brazil and abroad.
6. Improvement of trading methods and transportation facilities.

Apart from these basic objectives, the Instituto Nacional do Cafe would also be charged with:

1. Regulating and financing shipments of coffee from producing zones to ports or markets of local consumption and for storing.
2. Defining the qualities of coffee and markets for both the interior and the exterior, regulating and financing types and qualities either for the local market or for export.
3. Sustain the defense of adequate coffee prices in the producing areas and in the exporting ports.
4. Regulating the coffee entries into the ports and defining the maximum quantity to be liberated.
5. Adopting and suggesting measures to assure a perfect balance between production and consumption.

6. Working directly with the Instituto Brasileiro de Geografia e Estatistica in the collection of statistics concerning the coffee economy.

7. Adopting and executing, at its own expense, financial measures necessary to combat speculation and assure a just price.

**New DNC Heads:** President Vargas has signed a decree nominating Oswaldo Ribeiro Franco and Milton Prates to replace Antonio Stockler de Queiroz and Manoel Joaquim Mendonca Martins as president and director, respectively, of the Departamento Nacional do Cafe, now in liquidation.

**Bank of Brazil Directors:** The new directorate of the Bank of Brazil now comprises Ricardo Jafet, president, Egidio Camara de Souza, Anapio Gomes, Jose Estefano, Jose Loureiro da Silva, Fernando Drumum Cadaval, Luiz Somoes Lopes, and Armando de Alcantara.

#### See drop in Colombia's 1950-51 crop

Colombia's 1950-51 coffee production now is expected to total about 5,540,000 bags, which would provide about 540,000 bags for domestic consumption and 5,000,000 bags for export to foreign markets, it is reported by the United States Department of Agriculture.

The year-end harvest has been completed. It is estimated at 2,500,000 bags for export, about 20 per cent below normal. The quality of the coffee from this harvest is below average because of excessive rain during the growing period. The mid-year crop, to be harvested from April to June, 1951, is expected to provide about 2,500,000 bags of coffee for export, slightly more than usual.

Colombia's 1948-49 exportable coffee production amounted to 5,600,000 bags, consisting of 3,200,000 bags from the year-end harvest and 2,400,000 bags from the mid-year harvest. In 1949-50, unfavorable weather reduced the exportable production to around 5,250,000 bags, comprised of 3,250,000 bags from the year-end harvest and 2,000,000 bags from the mid-year harvest.

#### Indonesia produces, exports more coffee

The estimate of total coffee production in Indonesia during 1950 has been revised sharply upward to around 1,085,000 bags from the forecast of 715,000 bags made last October, according to the American embassy in Djakarta. This compares with a total output of 520,000 bags in 1949, 400,000 bags in 1948, and a prewar (1935-39) annual average of 1,961,000 bags.

The 1950 coffee production was composed of about 310,000 bags of estate coffee and 775,000 bags grown on small farms owned by Indonesians. About 17,000 bags of the estate coffee was Arabica and the remainder high quality Robusta. Of the crop grown by Indonesians on small farms, only about 8,000 bags was Arabica and the rest lower quality Robusta.

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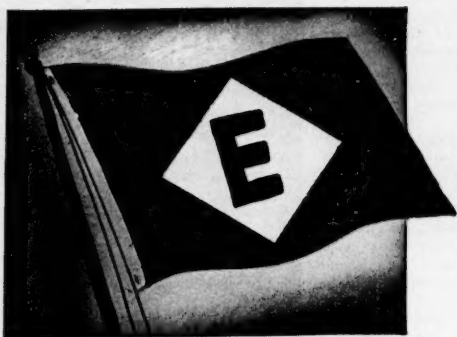
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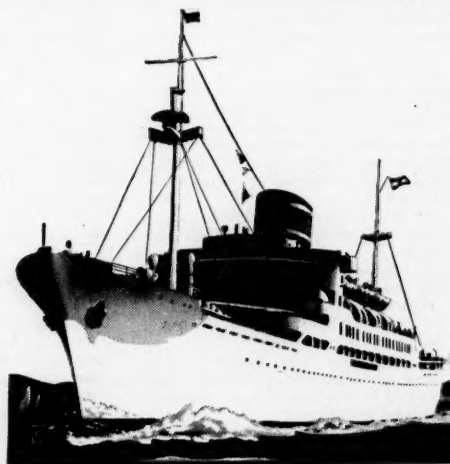
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# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber West African Line  
Barb-Wn—Barber Wilhelmien Line  
Brodin—Brodin Line  
Cunard—Cunard Line  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independent—Independent Line  
Isbrandtsen—Isbrandtsen Co., Inc.  
Italian—Italian Line  
JavPac—Java-Pacific Line  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mormac—Moore-McCormack Lines, Inc.  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Netb—Royal Netherland Steamship Co.  
Robin—Robin Line  
SCross—Southern Cross Line  
Silver—Silver Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Siran—Siran Shipping Co.  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
West-Cst—West Coast Line, Inc.  
West-Lar—Westfal Larsen Co. Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Cbn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gl—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
ML—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nf—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
5/17	Cubahama	UFruit	Cristobal 5/19
5/21	San Benito	UFruit	Cristobal 5/24
6/3	Cubahama	UFruit	Cristobal 6/5
6/4	Gunnars Knot	Grace	LA6/13 SF6/16 Se6/21
6/21	Anchor Hitch	Grace	LA6/30 SF7/3 Se7/8
6/30	Choluteca	UFruit	Cristobal 7/3
7/11	Cstl Avntur	Grace	LA7/20 SF7/23 Se7/28
7/19	Cstl Nomad	Grace	LA7/28 SF7/31 Se8/5

### AMAPALA

5/21	Anchor Hitch	Grace	Cristobal 5/28
5/30	Gunnars Knot	Grace	LA6/13 SF6/16 Se6/21
6/9	Cstl Avntur	Grace	Cristobal 6/16
6/16	Anchor Hitch	Grace	LA6/30 SF7/3 Se7/8
6/20	Cstl Nomad	Grace	Cristobal 6/27
6/24	Choluteca	UFruit	Cristobal 7/3
7/6	Cstl Avntur	Grace	LA7/20 SF7/23 Se7/28
7/14	Cstl Nomad	Grace	LA7/28 SF7/31 Se8/5

### BARRANQUILLA

5/14	Cape Ann	UFruit	NY5/27
5/15	Levers Bend	UFruit	NY5/28
5/16	Gunnars Knot	Grace	LA6/13 SF6/16 Se6/21
5/21	Cape Avntur	UFruit	NY6/2
5/21	La Heve	Independence	LA6/10 SF6/13 Se6/19 Va6/20 Po6/23
5/29	Cape Cod	UFruit	NY6/10
5/29	Fiador Knot	UFruit	NY6/11
6/1	Anchor Hitch	Grace	LA6/30 SF7/3 Se7/8
6/4	Cape Cmbind	UFruit	NY6/16
6/12	Levers Bend	UFruit	NY6/25
6/21	Cstl Avntur	Grace	LA7/20 SF7/23 Se7/28
7/2	Nomad	Grace	LA7/28 SF7/31 Se8/5

### BARRIOS

5/16	Byford	UFruit	NY5/23
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MAY, 1951

SAILS	SHIP	LINE	DUE
5/19	Matura	UFruit	NY5/24 NY5/27
5/21	Marna	UFruit	NY5/28
6/2	Inger Sano	UFruit	NY6/7 NY6/10

### BUENAVENTURA

5/12	Eliana	Grace	LA5/24 SF5/26 Se6/2
5/13	Maria	Grace	NY5/21
5/18	Shipper	Gulf	NY5/31 NY6/3
5/20	Barbara	Grace	NY5/28
5/26	La Heve	Independence	LA6/10 SF6/13 Se6/19 Va6/20 Po6/23
5/27	Cecelia	Grace	NY6/4
5/28	Leonor	Grace	LA6/5 SF6/7 Se6/14
6/1	Banker	Gulf	NY6/14 NY6/17
6/3	Margarita	Grace	NY6/11
6/11	Juana	Grace	LA6/21 SF6/23 Se6/30

### CARTAGENA

5/15	Cape Ann	UFruit	NY5/27
5/16	Levers Bend	UFruit	NY5/28
5/29	Cape Cod	UFruit	NY6/10
5/30	Fiador Knot	UFruit	NY6/11
6/12	Cape Ann	UFruit	NY6/24
6/13	Levers Bend	UFruit	NY6/25

### CORINTO

5/15	San Benito	UFruit	Cristobal 5/24
5/23	Anchor Hitch	Grace	Cristobal 5/28
5/28	Cubahama	UFruit	Cristobal 6/5
5/29	Gunnars Knot	Grace	LA6/13 SF6/16 Se6/21
5/31	La Heve	Independence	LA6/10 SF6/13 Se6/19 Va6/20 Po6/23
6/11	Cstl Avntur	Grace	Cristobal 6/16
6/15	Anchor Hitch	Grace	LA6/30 SF7/3 Se7/8
6/22	Cstl Nomad	Grace	Cristobal 6/27
6/23	Choluteca	UFruit	Cristobal 7/3
7/5	Cstl Avntur	Grace	LA7/20 SF7/23 Se7/28
7/13	Cstl Nomad	Grace	LA7/28 SF7/31 Se8/5

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### CRISTOBAL

5/13	Cape Combrind	UFruit	NY5/19
5/15	Maria	Grace	NY5/21
5/21	Cape Ann	UFruit	NY5/27
5/22	Barbara	Grace	NY5/28
5/22	Levers Bend	UFruit	N05/28
5/27	Cape Avimof	UFruit	NY6/2
5/29	Cecilia	Grace	NY6/4
6/4	Cape Cod	UFruit	NY6/10
6/5	Margarita	Grace	NY6/11
6/5	Fiador Knot	UFruit	N06/11
6/10	Cape Combrind	UFruit	NY6/16
6/19	Levers Bend	UFruit	N06/25

### DAR es SALAAM

5/17	Margaret	Lykes	Gulf/7/5
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### EL SALVADOR

6/1	Tritone	Italian	LA6/11 SF6/14 Va6/19 Se6/23 Po6/26
6/2	La Heve	Independence	LA6/10 SF6/13 Se6/19 Va6/20 Po6/23
6/26	Stromboli	Italian	LA7/6 SF7/9 Va7/14 Se7/18 Po7/22

### GUATEMALA

6/2	Tritone	Italian	LA6/11 SF6/14 Va6/19 Se6/23 Po6/26
6/3	La Heve	Independence	LA6/10 SF6/13 Se6/19 Va6/20 Po6/23
6/27	Stromboli	Italian	LA7/6 SF7/9 Va7/14 Se7/18 Po7/22

### GUAYAQUIL

5/10	Maria	Grace	NY5/21
5/17	Barbara	Grace	NY5/28
5/24	Cecilia	Grace	NY6/4
5/31	Margarita	Grace	NY6/11

### ILHEUS

5/17	Uruguai	Lloyd	NY5/28
5/22	Paraguai	Lloyd	NY6/3
6/1	Nicaragua	Lloyd	NY6/13

### LA LIBERTAD

5/15	Cubahama	UFruit	Cristobal 5/19
5/19	San Benito	UFruit	Cristobal 5/24
5/20	Anchor Hitch	Grace	Cristobal 5/28
6/1	Cubahama	UFruit	Cristobal 6/5
6/2	Gunnels Knot	Grace	LA6/13 SF6/16 Se6/21
6/8	Csti Avnturer	Grace	Cristobal 6/16
6/19	Csti Nomad	Grace	Cristobal 6/27
6/19	Anchor Hitch	Grace	LA6/30 SF7/3 Se7/8
6/28	Choluteca	UFruit	Cristobal 7/3
7/9	Csti Avnturer	Grace	LA7/20 SF7/23 Se7/28
7/17	Csti Nomad	Grace	LA7/28 SF7/31 Se8/5

### LA UNION

5/13	Cubahama	UFruit	Cristobal 5/19
5/17	San Benito	UFruit	Cristobal 5/24
5/22	Anchor Hitch	Grace	Cristobal 5/28
5/31	Gunnels Knot	Grace	LA6/13 SF6/16 Se6/21
5/30	Cubahama	UFruit	Cristobal 6/5
6/10	Csti Avnturer	Grace	Cristobal 6/16
6/17	Anchor Hitch	Grace	LA6/30 SF7/3 Se7/8
6/21	Csti Nomad	Grace	Cristobal 6/27
6/26	Choluteca	UFruit	Cristobal 7/3
7/7	Csti Avnturer	Grace	LA7/20 SF7/23 Se7/28
7/15	Csti Nomad	Grace	LA7/28 SF7/31 Se8/5

### LIMON

5/11	Cape Combrind	UFruit	NY5/19
5/19	Cape Ann	UFruit	NY5/27
5/20	Levers Bend	UFruit	N05/28
5/25	Cape Avimof	UFruit	NY6/2
6/2	Cape Cod	UFruit	NY6/10
6/3	Fiador Knot	UFruit	N06/11
6/8	Cape Combrind	UFruit	NY6/16
6/17	Levers Bend	UFruit	N06/25

### LOBITO

5/30	Del Campo	Delta	N06/28
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COFFEE AND TEA INDUSTRIES

SAILS	SHIP	LINE	DUE
5/30	Temeraire	Am-W Afr	NY6/30
5/30	Afr Glade	Farrell	NY6/29
6/23	Del Oro	Delta	N07/24
6/26	Tatra	Am-W Afr	NY7/31
6/27	Afr Grove	Farrell	NY7/27

#### LUANDA

5/28	Temeraire	Am-W Afr	NY6/30
5/28	Del Campo	Delta	N06/28
6/2	Afr Glade	Farrell	NY6/29
6/20	Del Oro	Delta	N07/24
6/24	Tatra	Am-W Afr	NY7/31
6/30	Afr Grove	Farrell	NY7/27

#### MARACAIBO

5/18	Gunners Knot	Grace	LA6/13 SF6/16 Se6/21
6/4	Anchor Hitch	Grace	LA6/30 SF7/3 Se7/8
6/24	Csti Avnturer	Grace	LA7/20 SF7/23 Se7/28
7/5	Csti Nomad	Grace	LA7/28 SF7/31 Se8/5

#### MATADI

5/25	Del Campo	Delta	N06/28
5/26	Temeraire	Am-W Afr	NY6/30
5/27	Afr Glade	Farrell	NY6/29
6/17	Fernplant	Am-W Afr	NY7/31
6/18	Del Oro	Delta	N07/24
6/22	Tatra	Am-W Afr	NY7/31
6/24	Afr Grove	Farrell	NY7/27

#### MOMBASA

5/13	Afr Crescent	Farrell	NY6/19
5/21	Margaret	Lykes	Gulf/5
6/11	Afr Lightning	Farrell	NY7/18
7/1	Afr Star	Farrell	NY8/15

#### PARAMARIBO

5/14	A steamer	Alcoa	NY6/1
6/4	A steamer	Alcoa	NY6/22
6/25	A steamer	Alcoa	NY7/13
7/16	A steamer	Alcoa	NY8/3
8/6	A Steamer	Alcoa	NY8/24

#### PARANAGUA

5/13	Mormacsun	Mormac	LA6/13 SF6/16 Va6/22 Se6/25 Po6/27
5/15	Arendsyk	Hol-Int	NY6/2 Bo6/6 Pa6/9 Ba6/12
5/16	Stockholt	Stockard	NY6/3
5/16	Del Viento	Delta	N06/10 Ho6/15
5/19	Trader	PAB	LA6/19 SF6/21 Va6/26 Se6/27 Po6/29 M16/23
5/20	Mormacsaga	Mormac	Ba6/9 Pa6/11 NY6/13 Bo6/18 M16/23
5/29	Yvonne	Brodin	Ba6/15 NY6/17 Bo6/20 Pa6/21
5/31	Mormacpait	Mormac	Jx6/16 NY6/19 Bo6/23 Pa6/26 Ba6/28 N16/29
6/3	Mormackite	Mormac	NY6/25 Ba6/28 Pa6/30
6/5	Alwaki	Hol-Int	NY6/25 Bo6/29 Pa7/2 Ba7/4
6/16	Seafarer	PAB	LA7/11 SF7/13 Va7/19 Se7/20 Po7/22
6/20	Si Brodin	Brodin	Ba7/9 NY7/11 Bo7/15 Pa7/17
6/22	Siranger	Wes-Lar	LA7/22 SF7/24 Po8/2 Se8/4 Va8/5
7/20	Pathfinder	PAB	LA8/15 SF8/17 Va8/24 Se8/25 Po8/27
8/6	Forester	PAB	LA9/3 SF9/5 Va9/13 Se9/14 Po9/16

#### PORT SWETTENHAM

5/15	Lupscomb	Lykes	Gulf6/21
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#### PUNTARENUS

5/12	San Benito	UFruit	Cristobal 5/24
5/25	Anchor Hitch	Grace	Cristobal 5/28
5/26	Cubahama	UFruit	Cristobal 6/5
5/27	Gunners Knot	Grace	LA6/13 SF6/16 Se7/8
5/28	Tritone	Italian	LA6/11 SF6/14 Va6/19 Se6/23 Po6/26
5/29	La Heve	Independence	LA6/10 SF6/13 Se6/19 Va6/20 Po6/23
6/13	Anchor Hitch	Grace	LA6/30 SF7/3 Se7/8
6/13	Csti Avnturer	Grace	Cristobal 6/16
6/20	Choliteca	UFruit	Cristobal 7/3
6/22	Stromboli	Italian	LA7/6 SF7/9 Va7/14 Se7/18 Po7/22
6/24	Csti Nomad	Grace	Cristobal 6/27
7/3	Csti Avnturer	Grace	LA7/20 SF7/23 Se7/28
7/11	Csti Nomad	Grace	LA7/28 SF7/31 Se8/5

MAY, 1951



# WEST COAST LINE

offers a fast fortnightly  
freight service

between

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COLOMBIA

and

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MAin 5-5183

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WHitehall 3-9600

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BOURSE BUILDING  
Lombard 0331

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STOCKARD & CO.  
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New Orleans—Biehl & Co., Inc., 1308 National Bank of Commerce Building

Houston—Biehl & Co., Cotton Exchange Bldg.

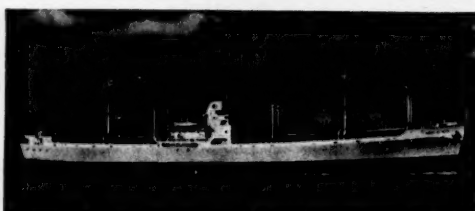
Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores S/A

Paranaguá—Transparana Ltda.

Buenos Aires—International Freight Corporation, Inc.



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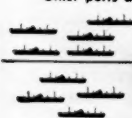
Regular Sailings between the coffee ports of

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Montreal

25 ships serving  
the Top market  
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Other ports as cargo offers.



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SAILS SHIP LINE DUE

## RIO de JANEIRO

5/10	Del Santos	Delta	N05/27	Ho6/1
5/12	Bolivia	Lloyd	N05/31	Ho6/7
5/12	Uruguay	Lloyd	NY5/28	
5/13	Mormachawh	Mormac	NY5/30	Bo6/4 Pa6/7 Bo6/9
5/16	Brazil	Mormac	NY5/28	
5/17	Paraguay	Lloyd	NY6/3	
5/19	Mormacsun	Mormac	LA6/13 SF6/16	Va6/22 Se6/25 Po6/27
5/19	De La Plata	ArgState	NY5/31	
5/22	Del Viento	Delta	N06/10	Ho6/15
5/24	Del Alba	Delta	N06/9	Ho6/14
5/26	Mormacsaga	Mormac	Ba6/9 Pa6/11	NY6/13 Bo6/18 M16/23
5/26	Trader	PAB	LA6/19 SF6/21	Va6/26 Se6/27 Po6/29
5/27	Nicaragua	Lloyd	NY6/13	
5/30	Uruguay	Mormac	NY6/11	
5/30	Del Mar	Delta	N06/12	
6/1	Yonne	Brodin	Ba6/15	NY6/17 Bo6/20 Pa6/21
6/1	Chile	Lloyd	N06/20	Ho6/24
6/22	Seafarer	PAB	LA7/11 SF7/13	Va7/19 Se7/20 Po7/22
6/23	Jachal	ArgState	NY7/5	
6/30	Siranger	Wes-Lar	LA7/22 SF7/24	Pa8/2 Se8/4 Va8/5
7/7	De La Plata	ArgState	NY7/19	
7/27	Pathfinder	PAB	LA8/15 SF8/17	Va8/24 Se8/25 Po8/27
8/11	Jachal	ArgState	NY8/23	
8/15	Forester	PAB	LA9/3	SF9/5 Va9/13 Se9/14 Po9/16
8/25	De La Plata	ArgState	NY9/6	

## SAN JOSE

5/19	Anchor Hitch	Grace	Cristobal	5/28
6/5	Gunnors Knot	Grace	LA6/13 SF6/16	Se6/21
6/7	Csti Avnturer	Grace	Cristobal	6/16
6/18	Csti Nomad	Grace	Cristobal	6/27
6/22	Anchor Hitch	Grace	LA6/30 SF7/3	Se7/8
7/12	Csti Avnturer	Grace	LA7/20 SF7/23	Se7/28
7/20	Csti Nomad	Grace	LA7/28 SF7/31	Se8/5

## SANTOS

5/10	Bolivia	Lloyd	N05/31	Ho6/7
5/10	Uruguay	Lloyd	NY5/28	
5/11	Mormachawh	Mormac	NY5/30	Bo6/4 Pa6/7 Bo6/9
5/14	Brazil	Mormac	NY5/28	
5/15	Paraguay	Lloyd	NY6/3	
5/16	Mormacsun	Mormac	NY5/30	Bo6/4 Ba6/7 Pa6/9
5/17	De La Plata	ArgState	NY5/31	
5/17	Arendsydh	Hol-Int	NY6/2	Bo6/6 Pa6/9 Ba6/12
5/17	Mormacsun	Mormac	LA6/13 SF6/16	Va6/22 Se6/25 Po6/27
5/19	Stockholm	Stockard	NY6/3	
5/20	Del Viento	Delta	N06/10	Ho6/15
5/22	Del Alba	Delta	N06/9	Ho6/14
5/24	Bowrie	IFC	NY6/9	Pa6/13 Bo6/16 M16/21
5/24	Nicaragua	Mormac	Ba6/9 Pa6/11	NY6/13 Bo6/18 M16/23
5/25	Nicaragua	Lloyd	NY6/13	
5/25	Trader	PAB	LA6/19 SF6/21	Va6/26 Se6/27 Po6/29
5/28	Uruguay	Mormac	NY6/11	
5/29	Mormcario	Mormac	Ba6/12	NY6/14 Ba6/17 Pa6/19
5/29	Del Mar	Delta	N06/12	
5/30	Bolivia	Lloyd	N06/20	Ho6/24
5/31	Yonne	Brodin	Ba6/15	NY6/17 Bo6/20 Pa6/21
6/4	Mormacsport	Mormac	Ju6/16	NY6/19 Bo6/23 Pa6/26 Ba6/28 M16/29
6/7	Mormackite	Mormac	NY6/25	Bo6/28 Pa6/30
6/8	Alwaki	Hol-Int	NY6/25	B6/29 Pa7/2 Ba7/4
6/21	Jachal	ArgState	NY7/5	
6/21	Seafarer	PAB	LA7/11 SF7/13	Va7/19 Se7/20 Po7/22
6/22	Si Brodin	Brodin	Ba7/9	NY7/11 Bo7/15 Pa7/17
7/5	De La Plata	ArgState	NY7/19	
7/21	Pathfinder	PAB	LA8/3	SF8/5 Va8/13 Se8/14 Po8/16
8/9	Jachal	ArgState	NY8/23	
8/14	Forester	PAB	LA9/3	SF9/5 Va9/13 Se9/14 Po9/16
8/25	De La Plata	ArgState	NY9/6	

## VICTORIA

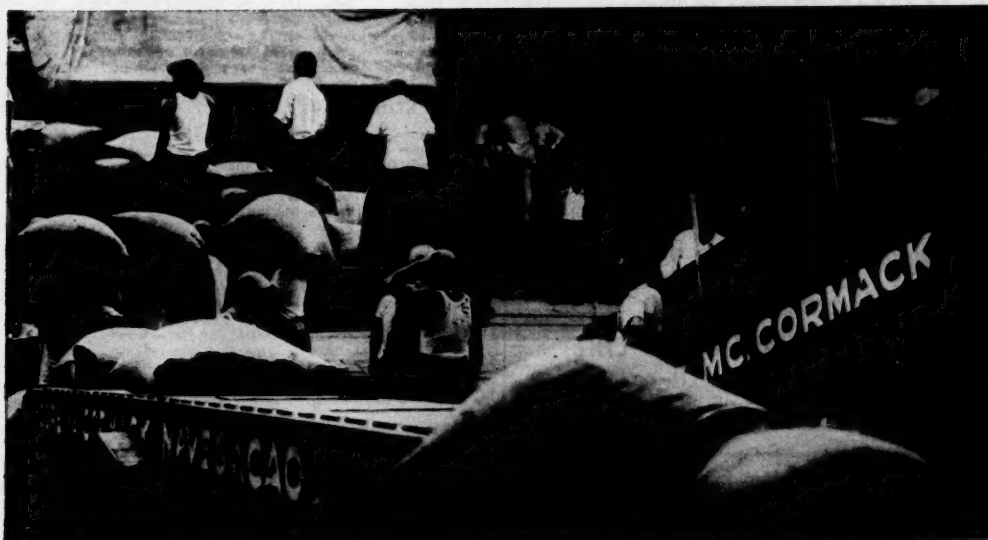
5/13	Del Santos	Delta	N05/27	Ho6/1
4/14	Bolivia	Lloyd	N05/31	Ho6/7
5/19	Arendsydh	Hol-Int	NY6/2	Bo6/6 Pa6/9 Ba6/12
5/24	Del Viento	Delta	N06/10	Ho6/15
6/3	Chile	Lloyd	N06/20	Ho6/24
6/11	Alwaki	Hol-Int	NY6/25	B6/29 Pa7/2 Ba7/4

<sup>1</sup> Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.  
<sup>2</sup> Accepts freight for New York, with transshipment at Cristobal, C. Z.  
<sup>3</sup> With transshipment at Colombo.

COFFEE AND TEA INDUSTRIES

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# YES, they know us well in **SANTOS**



With these dock crews . . . with the warehouse men and agents . . . with the tasters and brokers . . . throughout the great coffee industry of Brazil the name of Moore-McCormack is as familiar as coffee itself. Hardly a day goes by that doesn't find a Moore-McCormack ship loading at the Santos docks.

Coffee is important to Moore-McCormack Lines. The great passenger ships of the Good Neighbor Fleet . . . our big super-speed C-3 cargo liners . . . our modern freighters . . . all share in the responsibility of keeping coffee moving to meet the demands of the North American market.

We have spared no effort to maintain efficient and dependable service; we shall continue to devote our energies to the maintenance of such service.

**MOORE-McCORMACK**  
*Lines*  
5 Broadway New York 4

*Offices in principal cities of the world*



## REGULAR DIRECT SERVICE FOR COFFEE SHIPPERS

FROM

Tampico and Vera Cruz

TO

U.S. Atlantic Ports,  
St. John, Halifax, Montreal,

Agents in All Principal Ports

## SWEDISH AMERICAN LINE

17 State Street

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New York 4, N. Y.

Montreal 2, P.Q.

## SAILS SHIP LINE DUE TEA BERTHS

### CALCUTTA

5/13	Exminster	AmExp	Bo	NY	Pa	Ba	Ni
5/15	Mahrenda	Cunard	Bo	NY	Pa	Ba	Ni

### COLOMBO

5/10	Jav-Prince	Prince	Ha6/4	Bo6/7	NY6/9		
5/13	Limburg	JavPac	LA6/17	SF6/20	Pa6/25	PS6/28	Va7/1
5/15	Cing-Prince	Prince	Ha6/10	Bo6/12	NY6/14		
5/17	Exminster	AmExp	Bo	NY	Pa	Ba	Ni
5/22	Lombok	JavPac	LA7/5	SF7/13	Pa7/22	Va7/29	PS8/5
6/13	Silverbriar	Silver	LA7/18	SF7/20	Pa7/25	PS7/28	Va7/31
6/22	Brit-Prince	Prince	Ha7/17	Bo7/20	NY7/22		
6/22	Silvermaple	Silver	LA8/4	SF8/13	Pa8/22	Va8/29	PS9/5
7/23	East-Prince	Prince	Ha8/16	Bo8/19	NY8/21		

### HONG KONG

5/12	Bay	Pioneer	NY6/30				
5/15	Harrison	Am-Pres	SF6/12	LA6/16			
5/16	America Trans	PacTrans	SF6/5	LA6/8			
5/17	Lexa Msk	Maersk	NY7/3				
5/29	McKinley	Am-Pres	SF6/22	LA6/26			
6/2	Cleveland	Am-Pres	SF6/20	LA6/25			
6/2	Sally Msk	Maersk	NY7/18				
6/6	Wave	Pioneer	NY7/24				
6/10	Taft	Am-Pres	SF7/7	LA7/11			
6/16	Corona	Maersk	NY8/3				
6/24	Wilson	Am-Pres	SF7/12				
7/1	Madison	Am-Pres	SF7/20	LA7/24			

### JAVA PORTS

5/28	Brit-Prince	Prince	Ha7/17	Bo7/20	NY7/22		
6/25	East-Prince	Prince	Ha8/16	Bo8/19	NY8/21		

### KOBE

5/12	Wilson	Am-Pres	SF5/26	LA5/31			
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## Get there fast!

ON MODERN C-3 SHIPS

those  
**Coffee**  
**Cargoes**  
of yours

Ship via  
Pacific-Argentine-  
Brazil Line  
—the route of  
experience

Direct service  
from Brazil ports  
to Pacific Coast  
coffee centers

Offices in  
principal ports to  
give prompt service  
and information

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POPE & TALBOT,  
INC., AGENTS

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PACIFIC AND ATLANTIC INTERCOASTAL

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40

COFFEE AND TEA INDUSTRIES

5/17	Bay	Pioneer	NY6/30
5/20	America Trans	PacTrans	SF6/5 LA6/8
5/24	Harrison	Am-Pres	SF6/12 LA6/16
5/25	Lexa Msk	Maersk	NY7/3
6/6	Cleveland	Am-Pres	SF6/20 LA6/25
6/7	McKinley	Am-Pres	SF6/22 LA6/26
6/8	Sally Msk	Maersk	NY7/18
6/11	Wave	Pioneer	NY7/24
6/19	Taft	Am-Pres	SF7/7 LA7/11
6/24	Corona	Maersk	NY8/3

#### SHIMIZU

5/11	Peter Msk	Maersk	NY6/15
5/19	Bay	Pioneer	NY6/30
5/22	America Trans	PacTrans	SF6/5 LA6/8
5/28	Lexa Msk	Maersk	NY7/3
6/11	S. Ily Msk	Maersk	NY7/18
6/27	Corona	Maersk	NY8/3

#### TANGA

5/14	Afr Crescent	Farrell	NY6/19
5/18	Margaret	Lykes	G7/5
6/12	Afr Light	Farrell	NY7/18
7/2	Afr Star	Farrell	NY8/15

#### YOKOHAMA

5/12	Pierce	Am-Pres	SF5/23 LA5/27
5/14	Wilson	Am-Pres	SF5/26 LA5/31
5/15	Peter Msk	Maersk	NY6/15
5/22	America Trans	PacTrans	SF6/5 LA6/8
5/22	Bay	Pioneer	NY6/30
5/28	Harrison	Am-Pres	SF6/12 LA6/16
6/8	Cleveland	Am-Pres	SF6/20 LA6/25
6/11	McKinley	Am-Pres	SF6/22 LA6/26
6/15	Wave	Pioneer	NY7/24
6/15	Sally Msk	Maersk	NY7/18
6/22	Taft	Am-Pres	SF7/7 LA7/11
6/27	Corona	Maersk	NY8/3
7/9	Madison	Am-Pres	SF7/20 LA7/24

## Regular Service

From The Principal Ports To:  
**NEW YORK      NEW ORLEANS**



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(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

*Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.*

**NEW YORK      NEW ORLEANS**  
17 Battery Place      305 Board of Trade Bldg.

**Prompt Service on  
COFFEE  
SHIPMENTS  
from BRAZIL**



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BALTIMORE, MD.—Th. Hinkins Steamship Agency, Inc.—Murray Bldg.	NEW ENGLAND—Roger H. Heidinger—Westport, Conn.
DETROIT, MICH.—F. C. MacFarlane—715 Transportation Bldg.	CANADA—Conard Donaldson, Ltd., Montreal and Toronto
PHILADELPHIA, PA.—B. H. Sobelman & Co., Inc., Bourne Building	BUENOS AIRES—Avenida Pte. Julio A. Roca 710

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**WHEN YOU SHIP BY SEA—CONSULT IFC**



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FLAG SERVICE . . . with  
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620 Gravier St., New Orleans, La.

**UNITED FRUIT COMPANY**  
STEAMSHIP SERVICE  
leading handlers of mild coffees  
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with  
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## How to make your Cellophane supply go further today

More and more packagers are reporting substantial savings in film and dollars as a result of adopting simple economy measures, reports E. I. du Pont de Nemours & Co. (Inc.).

One of the most effective methods for stretching film supplies is employee education. A thought-stimulating program often brings many film-saving techniques into operation, helps find new opportunities for economy. One Cellophane user got worthwhile results from posting signs near wrapping machines urging operators to be conservation conscious. Bulletin-board memos, suggestion boxes and wrapping-room conferences are also good devices for enlisting the cooperation of all personnel in an economy effort. Close supervision of packaging operations is also important.

Here are some points that can be stressed in a program of employee education.

Use all stub rolls . . . don't discard them after a production break, for instance.

Become thoroughly familiar with your packaging machines . . . machine manufacturers can help train operators, if necessary.

Inspect and clean machines regularly . . . check tucker-arm adjustment; be sure sealing plates function at proper temperature.

# W. R. GRACE & CO.

San Francisco

New York

New Orleans

## QUALITY COFFEES

### Colombians

Medellin Armenia Manizales  
Tolima Girardot Libano

### Central Americans

Guatemala Nicaragua  
Salvador Costa Rica

### Ecuadorians

Unwashed Washed

## COFFEE

**STEWART, CARNAL & CO., LTD.**

**IMPORTERS**  
NEW ORLEANS

Direct Connections in Most Coffee Producing Countries

## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
		1949					
October	1,937	1,237	428	1,665	1,271	385	1,656
November	2,098	1,147	774	1,921	1,258	387	1,645
December	2,001	1,254	509	1,763	1,623	359	1,982
1950							
January	1,982	902	804	1,706	1,273	339	1,612
February	1,717	736	782	1,518	1,046	376	1,422
March	1,359	646	631	1,277	813	311	1,324
April	1,125	719	569	1,288	885	384	1,469
May	1,052	605	592	1,197	715	456	1,171
July	1,632	875	647	1,522	805	438	1,243
August	2,065	1,126	966	2,092	1,152	469	1,621
September	1,837	1,017	757	1,774	1,050	368	1,418
October	1,844	1,092	820	1,912	1,073	347	1,420
November	1,306	823	501	1,324	932	369	1,301
December	1,256	822	457	1,279	909	428	1,337
1951							
January	1,768	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,071	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April (1-25)	1,397	792	812	1,604	1,089	486	1,575

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The Coffee Outlook

It came as a shock, the newspaper reports that President Truman in his message to Congress last month would ask for subsidies on coffee.

No one, so far as the trade was aware, had been asking for such subsidies, either on behalf of the United States trade or the producing countries.

As it turned out, the newspaper reports seem to have been somewhat wide of center. In his special message President Truman did mention subsidies, but in a connection which appears to have no relation to coffee.

In the meantime, however, the reports did stir considerable thinking on the subject. By and large, the coffee industry was not in a frenzy of joy at the prospect.

NCA President James A. DeArmond, stating that he was speaking for the entire United States coffee trade, told the press that there was nothing in the present situation to warrant even a discussion of subsidies on this important product.

Present prices, he pointed out, are adequate to secure reasonable prosperity in the producing countries. He was sure that no country in Latin America had asked the United States government for a subsidy handout.

The only thing, he said, which would make a subsidy justifi-

able would be a stalemate in trade—something which was not anticipated.

Mr. DeArmond pointed to the fact that imports of coffee into the United States during the first quarter of 1951 were the highest on record, exceeding 1949, the former record year, by more than one and a quarter million bags.

These imports, he emphasized, clearly indicate that there is a willingness to buy and sell the product freely. Under the circumstances it is inconceivable that Congress would approve such a program, even if it were seriously proposed, he added.

The New York Coffee Exchange announced last month that members would be required to follow original margins of not less than 25 per cent of the clearing house margin on all new business entered into on and after May 1st, in carrying accounts on coffee, sugar and molasses for customers.

If the customers are non-members of the Exchange, but are bona-fide members of the trades concerned, the margin requirement is 50 per cent, according to the report.

On individuals, partnership and corporations the margin requirement is the full 100 per cent.

Special provisions were made for brokers who might find themselves long or short at the end of the trading day.

*Serving The Coffee, Tea & Spice Trade For Many Years*

**Brookhattan Trucking Co., Inc.**

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BOWling Green 9-0780

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MAin 5-4680

N. Y. Phone: BOWling Green 9-0780

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**ROASTING**

**GRINDING**

**PACKING**

**VACUUM PACKING**  
(Including Cans)

MEMBER OF  
**NCA**

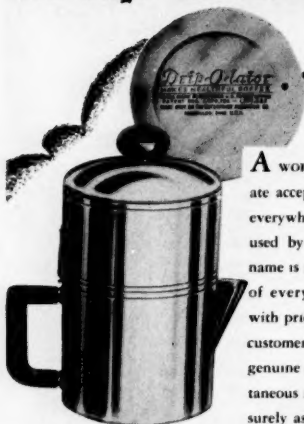
**Coffee Trade Roasters**

**H. MILLS MOONEY & SON, INC.**

20 FULTON STREET, NEW YORK 7, N. Y.

Telephone: WHitehall 4-5138

# Drip-O-lator



A word that means immediate acceptance by coffee lovers everywhere. Always a leader—used by leaders. This famous name is stamped on the bottom of every Drip-O-lator. Point with pride to the fact that your customers are getting the *only* genuine Drip-O-lator. Instantaneous response will follow as surely as night follows day.

**THE ENTERPRISE ALUMINUM CO.**  
MASSILLON, OHIO

Makers of the only genuine Drip-O-lator the better drip coffee maker



M/S LISHOLT M/S BORGHOLT M/S IGADI M/S REINHOLT

**FAST DIRECT FREIGHT SERVICE**  
FROM TEA AND SPICE PORTS  
PHILIPPINES CHINA JAPAN

**IVARAN LINES**

For East Service  
**STOCKARD & COMPANY, INC., General Agents**  
17 Battery Place, New York 4, N. Y., WHitehall 3-2340

rolls... folds in any direction!



Exceptional flexibility with full protective qualities of corrugation. "Molds" around any shaped item. Reduces shipping weight and costs. (Approved under Army and Navy Specs.)

Write Dept. 591-D for samples and literature.

**Shelton**

MANUFACTURING CO., INC.  
391 Ferry Street, Newark 5, N. J.

CORRUGATED PAPER PRODUCTS SINCE 1919

## \$2,000,000 for coffee promotion

(Continued from page 28)

it will exceed the current crop. The point I want to make is this—with consumption and production so nearly in balance, coffee will continue to be extremely sensitive to what are, broadly speaking, temporary conditions."

The Latin-American producing countries are acutely conscious of this situation, and are working hard to relieve it, Dr. Sarmanho emphasized, and cited efforts to expand production in various countries.

"Before the benefits of these programs can be realized, difficult problems still must be faced," he declared. "In the producing countries, the inflationary spiral is even more acute than it is here in the United States. As costs rise the purchasing powers of currencies decline—including yours—and the dollars we need to buy raw materials and manufactured products in this country become increasingly hard to get, and our need for them becomes more urgent.

### Fair to both

"That is why the subject of price is so complex, for a balance must be struck between a price that not only is fair to the consumer, but also provides a reasonable return to the producer. Our governments are taking firm and positive measures to curb the spiral of inflation in our countries, and as these measures become effective, I am confident that some of our mutual problems will be simplified."

The trade here and the producing countries have much to gain by working together, Dr. Sarmanho continued. He said a splendid foundation for cooperation exists in the PACB's Technical Advertising Council, and declared the two meetings already held showed goodwill could be much more effective in serving the mutual interests than formal agreements.

PACB, he said, was grateful for the constructive contributions made by NCA's representatives on the Technical Advertising Council—Richard H. Cardwell, Albert Ehlers, Jr., and J. A. McMillan.

### West Coast coffee trends

(Continued from page 23)

the spring of 1949.

Roaster business has been good in the West. Increases in population have been an important factor. The dollar volume is naturally very great.

### The restaurant market

One roaster, who has a large restaurant trade, reports that since the first of the year business has had a downward trend. It is his belief that people are not patronizing the restaurants as they did. Furthermore, there is a tendency to use more water to a pound of coffee. The individual is drinking as many cups but not as much coffee.

The high price of food is having its effect.

The same roaster had this hopeful note. In the last year there was a quota and a ceiling. Now the ceiling is at 60½ cents and there are no quotas. With a downward trend in consumption and normal supplies, producing countries could begin competing with each other. That is just an idea of one roaster. No one wants to make a prediction nowadays—unless he is willing to risk a cramp in the neck from hanging his head with shame if his prediction backfires.

COFFEE AND TEA INDUSTRIES

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# Editorials

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## \$2,000,000 for coffee promotion

For the coffee industry, the best news in a long time is the decision made at the meeting of the board of directors of the Pan-American Coffee Bureau in New York City last month.

PACB's board voted to budget \$2,000,000 for coffee advertising, promotion and public relations for the fiscal year starting May 1st.

It is noteworthy that in announcing this decision, PACB President Walder Lima Sarmanho saw fit to commend the cordial relationship which now exists between the United States trade, as represented by NCA, and the producing countries, as represented by PACB.

President Sarmanho also complimented the three NCA members on the Bureau's Technical Advertising Council for their contributions to the work of that body, which advises PACB's executive committee on the advertising and promotion campaigns.

These are good signs!

They signal the continued development of good relations between the coffee industries of this country and the producing countries—good relations buttressed with active, day-to-day cooperation.

From this development can come the basic answer to coffee progress in this country—not only the wiping out of any losses which still remain from the tumultuous fall of 1949, but the creation of new gains.

The coffee industry can now truly move to the offensive. What is the solution to any tendency to water coffee in the home? A great campaign, representing the combined resources of the coffee world in the Western Hemisphere, aimed at teaching the home-maker how to brew coffee properly.

Such a campaign, incidentally, would also build a climate in which those packers who continue to hammer away with the more-cups-to-the-pound approach would find it difficult to stick to that appeal.

What is the solution to the regrettable inroads made by coffee-watering in the restaurant market? A national campaign, stemming from the same sources, utilizing the co-operation of the restaurateurs themselves, and charged with the kind of detailed facts, figures and case histories which would prove to restaurant operators that serving properly brewed coffee is profitable.

Dr. Enrique Lopez Herrarte, of Guatemala, who chaired the PACB board meeting, made the point that coffee is an orchard crop. It takes an average of five years for a coffee tree to mature and bear in quantity.

To producers who are planting millions of new trees, the question of a continuing demand for coffee, not merely this

year or next, but half a dozen years from now and more, becomes a vital matter indeed.

What better assurance could producers have than sustained coffee promotion in this country in the years to come?

Some things, such as the international crises which shake the world, coffee men can affect only slightly or not at all. Other things such as coffee consumption in this country, they can affect decisively.

We all know where additional potential coffee consumption lies—most directly in the spread of better brewing methods, in the increased popularity of iced coffee, in the greater use of coffee between meals, in the utilization of coffee as a flavoring, etc.

What has been needed for many years now has been a carefully planned attack on each of these potentials, to transform them from possible to actual consumption.

What is needed, too, is an awareness of a factor which the past period has made all too clear. Price does play a part in coffee consumption. While consumption has been affected less than some sources predicted, what did occur is a fact which it would be dangerous to dismiss.

Particularly now, when our country has been obliged to return to price controls, the question of the market level for the green bean becomes even more important, because new factors are introduced. Certainly all efforts should be made to keep coffee flowing here at equitable prices, with no difficulties or interruptions.

The point is, the most basic interests of the coffee trade in this country and in the producing countries find common expression in the projected campaign to boost consumption here.


Coffee packers can benefit almost immediately from the intensive iced coffee campaign which PACB will launch in the hot weather months just ahead.

The program calls for advertising in national magazines and in Sunday supplements, grocery, fountain and coffee trade publications. In addition, the Bureau's educational material will be offered to teachers and school systems through home economics and scholastic teacher publications. A tie-in drive during July and August with Ritz Crackers is also scheduled.

Colorful point-of-sale material, which can be imprinted by the roaster with his own brand name, is available from PACB at half cost.

The material includes a related item poster, a talking price strip and back-bar streamers.

This is specific, concrete evidence of the way in which cooperation between producers and the U.S. trade can work out to the benefit of both.



*Importers  
to the Tea Trade  
since 1846*

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**Carter, Macy Company, Inc.**

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A

# Tea research in Ceylon

By J. LAMB, Director  
The Tea Research Institute of Ceylon

*Known vaguely, if at all, to many tea men in the United States, the work of the tea research stations in the producing countries has contributed beyond measure to the world's tea output, in quality and in quantity.*

*To fill, even in a limited way, this gap in trade awareness, Coffee & Tea Industries (formerly The Spice Mill) is asking the directors of leading tea research stations throughout the world to highlight for the United States industry their achievements, current program and objectives.*

*Coffee & Tea Industries' request is a difficult one to meet—within the limits of one or two articles for each station. The work of these research centers is astonishingly broad in scope.*

*Here is the first of the articles, on The Tea Research Institute of Ceylon at St. Coombs, Talawakelle. The article was prepared especially for Coffee & Tea Industries by Director J. Lamb.—Ed.*

The Tea Research Institute of Ceylon was founded in 1925 as a result of the foresight of the Right Honorable D. S. Senanayake as minister of agriculture, the late Sir Frank Stockdale as director of agriculture, and several prominent planters. The report of the first director, Mr. T. Petch, for the year 1926 contained several names well known to the present generation of planters, including R. G. Coombe, J. W. Oldfield, D. S. Cameron and T. B. Panabokke.

The Institute, from its inception, has been financed by the tea industry itself and has not received any direct state aid, except in the form of a loan at a normal rate of interest. With this loan, which is being repaid from revenue derived from a cess on tea production, the St. Coombs Estate of 424 acres, 291 of which are now in bearing, was purchased in 1928. The laboratories and staff bungalows were built in 1930 and have now grown to the size of a small town, comprising seven senior staff bungalows, 24 junior staff bungalows, quarters for a subordinate staff of 25, and lines for a labor force of 663. St. Coombs Estate also has its own tea factory, equipped with both commercial and experimental scale machinery.

The acquisition of an estate was, in 1926, an advanced idea for a new research station, has proved to be a very sound project, for it has given a practical bias to all research work carried out by the Institute. It is generally conceded that the establishment of the Tea Research Institute of Ceylon has amply repaid the tea industry.

The Institute has built up a reputation which compares very favorably with any research institute in the East. Apart from its extensive advisory service in Ceylon, which is utilized to an ever-increasing extent, the publications of the Institute, especially the "Tea Quarterly", have a wide circulation in other tea producing countries and in agricultural libraries all over the world.

Contributions of scientific papers to journals such as the Journal of Agricultural Science, the Biochemical Journal, Transactions of the British Mycological Society, the Annals

of Botany, have probably exceeded those from all other sources in Ceylon and have established the Tea Research Institute of Ceylon as a minor agricultural research station with a modest international reputation creditable to its size and specialized task.

The organization of the Institute is based on its specialist senior officers. Under the direction of the late Dr. R. V. Norris, who succeeded Mr. T. Petch in 1929, specialists departments, dealing with agricultural chemistry, biochemistry, mycology, entomology and plant physiology, were established and maintained with little change until 1947. In recent years the Institute has lost the services of many of its senior staff through retirement, as in the cases of Dr. Gadd and Mr. Redman King, and through advancement, as in the case of Dr. Eden, who left to establish the new Tea Research Institute of East Africa, Dr. Tubbs to the Directorship of the East Malling Research Station, one of the most responsible agricultural appointments in the United Kingdom, and Dr. Bond to the staff of Bristol University.

The death of Dr. R. V. Norris, in 1950, was a sad loss to the Institute which he built up from the early foundations laid by Mr. Petch.

In the postwar years, there has been a great shortage of trained, and especially experienced, specialists in agricultural sciences, and some reorganization has proved to be necessary. The general trend is towards the establishment of two main divisions—a chemical division combining agricultural chemistry and biochemistry, and a biological division, to a large extent combining the activities of the former departments of mycology, entomology and plant physiology. This arrangement makes for the best use of the experience of the limited number of senior officers. An administrative division is also planned, to relieve scientific officers of as much

(Continued on page 53)



National Iced Tea Queen for 1951, St. Louis-born Doris Wolters, surveys the more than \$1,000 in gifts and prizes which she received when she won her title from among 100 finalists.

# tea

## GIVES BIGGEST PUSH TO "2 OZ." ICED TEA FORMULA!

### Stepped up, bigger-than-ever program this year!

As you know, the "2 oz. formula" for making Iced Tea means using two 1-ounce bags for each gallon of boiling water. Tests have shown that tea made this way yields the "home-made" flavor people like best! It's the method endorsed by the Tea Association and the National Restaurant Association. Packers who have sold it now call it the biggest thing since the invention of Iced Tea.

And, salesmen are equally enthusiastic. Because, when a salesman sells his customer on the "2 oz. formula"—he automatically doubles his volume! And, before long, he's *really* doing business, because his customer is not only using twice as much tea per glass—he's also selling *more* glasses of Iced Tea!

Restaurant people who have adopted and promoted the "2 oz. formula" report sales increases of 100%, 200% or *more*! Liggett's (Atlantic Division), Read Drug, Marshall Drug, Clark's of Cleveland, and Thompson's are among the many restaurant and fountain operators who have increased their Iced Tea sales and profits through the use of the "2 oz. formula."

#### Bigger than ever advertising this summer!

Beginning in May, we'll be firing off everything we've got in support of the "2 oz. formula."

**Ads to Restaurant People**—In their own publications, your restaurant customers will be shown success stories of how other restaurants increased profits by adopting the "2 oz. formula."

**New Co-operative Promotion**—The National Association of Ice Industries is tying-in with our "2 oz." program. Their ads, featuring Iced Tea, will run opposite ours in hotel and restaurant publications.

**National Advertising**—Big ads in Life, Look, Saturday Evening Post and 33 metropolitan newspapers will remind people to order Iced Tea when dining out, now that restaurants make it better!

#### Get these hard-selling merchandising materials!

Here's the 1951 line-up of material for your salesman and his customers:

1. A brochure to help your salesman sell the "2 oz. formula"
2. A recipe card for posting where iced tea is prepared
3. A 15½" 4-color Iced Tea Glass poster
4. A colorful back bar strip
5. A three-dimensional "pop-out" Iced Tea Glass for the back bar, and
6. Sales-making menu tip-ons!

#### Get into the "2 oz." act TODAY!

For more information on the "2 oz. formula" and FREE samples of the Tea Council's merchandising helps—send this handy coupon!

Tea Council  
500 Fifth Avenue  
New York 18, New York

Please send me FREE samples of your "2 oz. formula" promotional materials.

Name .....

Address .....

City ..... Zone ..... State .....

COFFEE AND TEA INDUSTRIES

## Tea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

*From time to time, I will invite a guest columnist to take over this corner—and if future guest Tea Leaves columns are as stimulating as this one by George F. Mitchell, my readers and myself will look forward to them with a good deal of eagerness.*

Mr. Mitchell knows his tea. He represented the United States Department of Agriculture in its experimentation with the cultivation and manufacturing of tea, in cooperation with Dr. Charles U. Shepard, from 1903 to 1912. Then, for 17 years, he was U.S. Supervising Tea Examiner. From 1917 to 1918, he studied the cultivation, manufacture and commercial handling of tea in all tea-producing countries for the U.S. government. In the decade from 1929 to 1939 he was a tea expert for the General Foods Corp., and in 1940 was made manager of the tea plant of the Maxwell



Lewis (above), Mitchell (left)

House Division of General Foods. He held that post until his retirement in 1947, and from that time until now has acted as an independent tea consultant.

George Mitchell has also been a pillar of strength in tea industry activities. In addition to numerous committee positions, he was also president of the Tea Association of the U.S.A. for three years during World War II. During his tenure, the tea conventions were inaugurated.

# Long term tea trends in the U.S.

By GEORGE F. MITCHELL, Guest Columnist

It is a sincere pleasure to write a guest column at the request of my good friend, Robert A. Lewis.

While reviewing some of my old Supervising Tea Examiner's reports and making the natural comparisons with current reports of the Supervising Tea Examiner, some important changes became evident relative to the kinds and quantities of tea consumed in the last 36 years.

Here, indeed, is evidence of some amazing trends in the tea-drinking United States!

The figures on which this article is based represent teas that were examined by the U.S. tea examiners. In other words, no account is taken of final rejections. Since this article does not discuss consumption in relation to population, etc., all comparisons are made in percentages of the whole, both as to varieties and to the three different kinds, namely Green, Oolong and Black.

A direct comparison of the percentages examined in the three fiscal years ending June 30th, 1916, and the three fiscal years ending June 30th, 1950, discloses the fact that in these 36 years there were significant and startling changes. Certain teas have increased, others have decreased, and some varieties have entirely disappeared. Still others have made their appearance for the first time in any considerable volume in the U.S. market.

In the last 36 years, Ceylon and India teas have advanced from 30.5 per cent of total tea imports to 75.5 per cent. Of course, Java and Sumatra have made a tremendous increase, which is not reflected in its entirety, due to the conditions which now prevail—that is, that so many of the gardens and tea factories were destroyed during World War II. Before the last war Java and Sumatra teas showed a steady increase and, together, these areas sent us more than

21,000,000 pounds of tea during the fiscal year 1938.

African teas have advanced from no imports in 1914 to more than five per cent of our imports at the present time. Moreover, they are steadily growing in popularity; we know there have been very large imports since June, 1950.

Black Formosa teas have taken an important place in our tea imports, considering that they were only the basis for experiment when I was in Formosa in 1917. At that time I witnessed the first batch of black Formosa tea being made at the Experimental Station in Ampeching.

During the period under discussion, China scented teas, like Capers and Scented Orange Pekoes, have disappeared entirely from the American market. In the early days they were frequently used in blends at the rate of from three to five per cent. Now I know of no commercial blend in which scented teas are used.

### New source

Lately we have been receiving shipments of commercial tea from Brazil. These teas have now reached approximately one per cent of our total imports. Who knows but that with the cheap labor of that country and Peru, we may be getting an ever-increasing volume of tea from our South American neighbors.

While black teas have been on the increase, green teas and oolong teas have showed a steady decline, which is illustrated in a very graphic way in the accompanying table and graph.

It is scarcely conceivable that the wonderful, flavory Formosa oolong teas which were so prized by New Englanders should drop from 16.5 per cent of our tea imports to less than three-quarters of one per cent, and that the highly prized Keemun and Ningchow Congous should drop

# **GEO. C. CHOLWELL & CO., Inc.**

*Established 1876 — 74th Year*

**"Whose name is known wherever tea is grown"**

40 WATER STREET  
4-6 COENTIES SLIP, N. Y. C.

## **TEAS**

Member, Tea Association  
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Agents U. S. A. for Alex. Lawrie & Co., Ltd., London, England; Balmer Lawrie & Co., Ltd., Calcutta, India;  
Betts Hartley & Huett, Ltd., London, Calcutta, Colombo

## **BOUKOURIS & Co., LTD.**

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### **QUALITY TEAS**

MEMBER: TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

## **FREDK. EDWARDS & SONS**

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

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LONDON, ENGLAND  
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NAIROBI, KENYA

WILLIAMSON, MAGOR & CO.  
CALCUTTA, INDIA

WHITALL & CO.  
COLOMBO, CEYLON

W. P. PHIPPS & CO.  
BATAVIA, JAVA

MANUEL SARAIVA JUNQUEIRO  
MOZAMBIQUE, PORTUGUESE E. AFRICA

LIAZI AGRICOLA LTD.  
MILANGE, PORTUGUESE E. AFRICA

CHUN HO COMPANY, LTD.  
SHANGHAI, TAIPEH

## **HALL & LOUDON**

ESTABLISHED 1898

### **TEA BROKERS**

We offer a comprehensive Tea Brokerage  
service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

to less than one per cent.

As packaging and sale of teas in this country have gradually been limited to the operations of the larger companies, the preference for Chinese, Japanese, and Formosan teas have given way to the teas of Ceylon, Java, Sumatra and Africa. Many things have entered into this change, but more and better advertising has played a major part.

In some sections of the United States, where certain teas were used because of the character of the water, improvements have been made in the character of the water and other teas have been popularized. Wars and rumors of wars have either cut off the procurement of some teas, or made firm commitments for them so uncertain that other teas have been exploited in their stead.

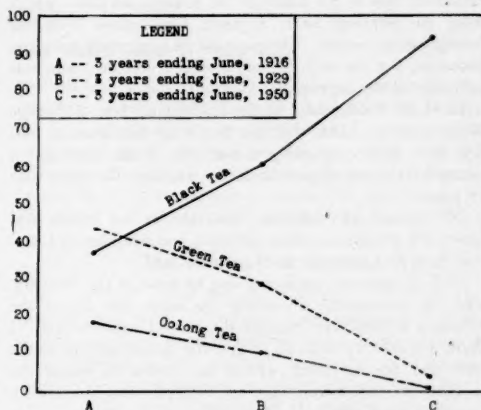
However, I feel that if we served tea with milk as the British do, we could increase our pound-consumption materially. When reviewing some of the tie-in or related item, advertising, I have often wondered why we do not pay more attention to coupling our advertising with milk producers' advertising—as in the "crackers and tea," "tea with lemon," etc., advertising tie-ins. This would encourage using more tea per cup, to increase the body and flavor—and combining milk with the tea produces a delicious drink.

It has been my experience that many lukewarm tea-drinkers have been transformed into enthusiasts when stronger-brewed teas have been served to them with milk. This is particularly true of men who drink tea.

There is a possible field still virtually untouched, for popularizing the tea *flavor*, much as the flavor of coffee and chocolate have been exploited in this country, quite apart from the use of coffee or chocolate as a beverage. Coffee

### Trends in Kinds of U.S. Tea Imports

	Average of 3 Fiscal Years Ending June 30, 1916	Average of 3 Fiscal Years Ending June 30, 1929	Average of 3 Fiscal Years Ending June 30, 1950
Black .....	37.70%	60.97%	94.55%
Green .....	43.57%	28.29%	4.41%
Oolong ....	18.73%	10.74%	1.04%
Total ...	100.00%	100.00%	100.00%



Figures, based on averages of three fiscal years, obtained from U.S. Supervising Tea Examiner reports

### Trends in Varieties of U.S. Tea Imports

	Average of 3 fiscal years ended June 30 1916	Average of 3 fiscal years ended June 30, 1950	
Ceylon .....	30.49%	39.48%	75.59%
India .....	—	36.13%	
Blend. Ceylon & India.	—	18%	
Java .....	.47%	6.51%	
Sumatra .....	—	.95%	
Formosa Black .....	—	5.02%	
Japan Black .....	—	.07%	
African .....	—	5.36%	
Brazilian .....	—	.08%	
Capers .....	.02%	—	
Scented Orange Pekoe .....	.07%	—	
Congou .....	6.65%	.77%	
<b>Total Black .....</b>	<b>37.70%</b>	<b>94.55%</b>	
Japan .....	30.10%	4.12%	
Ping Suey .....	10.18%	.24%	
Country Green .....	2.97%	.04%	
Ceylon Green .....	.32%	—	
Formosa Green .....	—	.01%	
China Lung Tsing ....	—	.01%	
<b>Total Green .....</b>	<b>43.57%</b>	<b>4.41%</b>	
Formosa Oolong .....	16.47%	.68%	
Foochow Oolong .....	1.29%	—	
Scented Canton .....	.56%	.12%	
Jasmine .....	—	.09%	
Canton Oolong .....	.41%	.15%	
<b>Total Oolong .....</b>	<b>18.73%</b>	<b>1.04%</b>	
<b>GRAND TOTAL .....</b>	<b>100%</b>	<b>100%</b>	

ice cream is deservedly popular. Tea ice cream is equally intriguing, and might well capture the imagination and following of the American public were someone to introduce and advertise it.

I have frequently served tea ice cream to guests in our home, with most interesting and gratifying results. It is a delightful, mildly stimulating and thoroughly refreshing treat.

Just as coffee-and chocolate-flavored milk shakes are sold by the thousands everyday in all parts of the United States and elsewhere, so could tea-flavored milk shakes be made popular.

Ask yourself just one question: "How far would coffee alone or chocolate alone have gone in popular acceptance without the aid of milk or cream?"

The teas now most popular in this country give a much darker brew, spoonful for spoonful, than the teas mentioned above which were so popular years ago because of their delightful flavor and aroma.

Then, tea was not brewed "with the eyes" as it is now. The present-day teas, brewed for the same length of time as the teas of years ago, give a cup that looks ever so much stronger than the cup brewed from lighter-colored teas, even though the amount of tea and the brewing time are the same.

Because they are drinking tea "with their eyes" today, it would appear that tea consumption has shown little increase in pounds in the last 36 years, as compared with "cup" or actual liquid tea consumption. This factor, and the answer it suggests, merits serious consideration.

## 11,513 packages of tea offered in first Mincing Lane auction since 1939

The London tea auctions, closed since August, 1939, reopened on April 16th in a quiet but confident atmosphere, the Tea and Rubber Mail reports.

Once again tea men made their way to the sale room in Plantation House, the home of the London auctions, which abuts on Mincing Lane, a name synonymous with tea throughout the world. The occasion was not marked by any festivities, but the 400 tea men crowded into the room was indicative of the interest.

To H. B. Yuille, head of the tea broking firm of George White and Co., Ltd., fell the honor of auctioneering the first lot. Before soliciting a bid, Mr. Yuille extended a hearty welcome to all present on the occasion after more than 11 years.

"We extend our welcome," he said, "to our friends and guests, the merchants whose sympathy and wholehearted support have enabled these auctions to be held.

"I think also our thanks are due to those in the Ministry, who, by consistently advocating the move and taking the necessary action, have brought the project into fruition. I think it is now up to us all to give the utmost support to the sales and do everything within our power to enable the auctions not only to continue, but I hope be considerably enlarged in the future."

### Export duty on tea suspended by Indonesia

Indonesian tea exports have been exempted from duty for a period of six months from April 1, it was reported last month.

Indonesian tea has hitherto been liable to an export duty of eight per cent of a customs valuation fixed quarterly.

Duty payable has recently ranged from an equivalent of about 2½d to 3d per pound according to quality.

With this brief introduction to an historic occasion, Mr. Yuille turned to his firm's catalogue and opened the sale by asking for a bid for lot No. 1 of 18 chests of Broken Orange Pekoe which came from the Kahagalla Estate, Ceylon. It was fitting that the sale should start with the produce from one of the better marks in Ceylon. Opening at 4s. 5d., the price was run up to 5s. 0¼d. a lb., a happy opening for the London market. As each succeeding lot was put up bidding became faster, and once again the room reverberated with calls that, to the ears of the uninitiated, sounded somewhat unintelligible.

What hesitancy there was among bidders in knocking down the first lot was quickly dispelled as the succeeding parcels came up for auction. Advancing at the rate of one farthing prices gained several pence from the opening figure and some lots, complete parcels of the same quality, were often divided at the time of bidding between two or more buyers. Subdued bids gave place to more strenuous vocal cries as if buyers recalled those former days when success fre-

## THE NEW SEASON

Productions of Japan and Formosa Teas get under way this month. Our experienced staffs in Shizuoka and Taipeh are well equipped to execute your import orders and to give you the best in service.

### IRWIN - HARRISONS - WHITNEY, INC.

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

HARRISONS & CROSFIELD, LIMITED  
CALCUTTA • COCHIN • COLOMBO • DJAKARTA  
LONDON • MEDAN

HARRISONS, KING & IRWIN, LTD.  
FOOCHOW • HANKOW • SHANGHAI

TAIT & CO., LTD.  
TAIPEH (FORMOSA)

TEA IMPORTERS

IHW  
TEA

quently went to the buyer who shouted the loudest. Occasionally the stern business of bidding would be enlivened by some remark by a buyer, but such interludes were few in the proceedings, which were strictly business.

The sale consisted of eight catalogues, representing 11,513 chests of an average weight of 105 pounds, which meant that some 1,250,000 pounds of tea will eventually find its way into the British consumer's teapot, heralding the first occasion since 1939 when blenders have been free to select the teas they require.

Only a token of Britain's requirements changed hands, but this initial sale marks the return of tea to its traditional setting in Mincing Lane. It marks the end of bulk purchase and a modified return to the pre-war position—modified because the existing regulations, which provide for rationing, price control and subsidy still prevail.

#### **New Australian device said to brew four times as much tea from same leaf**

A new Australian infuser makes about four times more fine-quality tea than the usual teapot does from the same amount of tea, it is reported.

The infuser—which can also be used for coffee—comprises two receptacles, with handles, which stand ordinarily one on top of the other. The top portion, which holds the tea or coffee to be infused, contains a pressure valve. The lower portion, which rests on the flame or hot plate, contains the water. When the water temperature reaches 250 degrees the valve on the top upper section is released, and the water is forced to the upper section containing the tea or coffee. The valve will not be released until the required temper-

ature is reached. When the water returns to the bottom section again it has become tea or coffee. The top section is then removed and a lid is screwed on to the bottom section to form the teapot, and the liquid can be poured in the usual manner.

The tea-infuser was tested by the Australian Commonwealth Analyst, and it was found that tea from the infuser was darker in color, higher percentage of total solids, stronger in flavor and at least equal in quantity to a sample of tea infused for two minutes in a conventional teapot.

The new tea-making method also brings out many of the aromatic oils which give tea its stimulating qualities and flavor, it was claimed.

#### **Ben Wood joins William Esty**

Benjamin Wood, formerly director of advertising and marketing of the Glass Container Manufacturers Institute, has resigned to become a vice president and a member of the plans board of the William Esty Co., Inc., New York City.

Prior to Mr. Wood's association with the Glass Institute, he was for 11 years managing director of Tea Bureau, Inc. Mr. Wood will assume his duties June 1st.

#### **Tea research in Ceylon**

*(Continued from page 47)*

administrative work as possible. An engineering section, also in course of development, should generally assist the main divisions in the practical application of mechanical methods of crop protection, manufacture, plucking, etc., as well as in the general upkeep of the station.

## **TEA**

### **PRIVATE LABEL PACKING**

- Tea Bags
- Iced Tea Bags
- 1/2 lb. Bags
- 1/4 and 1/2 lb. Cartons
- Bulk Tea

Direct importers of Teas from Ceylon, India, Java and Amsterdam. Furnished in bulk, Individual Tea Balls, 1/4 or 1/2 lb cartons, under private brand.

## **EPPENS, SMITH CO., INC.**

Borden Avenue and 21st Street, Long Island City 1, N. Y.

Telephone: STillwell 4-9320

BALTIMORE: 125 Lombard St., PHILADELPHIA: 55 S. Front St.  
BOSTON: 156 State Street NEW YORK: 100 Front St.

## Why freshly boiled water yields a better cup of tea is demonstrated by experiment

Here are the details of an experiment, as outlined by Tea Times, which both demonstrates the results of using freshly boiled as against under-boiled or over-boiled water, and provides a measure of explanation of why you get a better cup of tea by obeying this particular golden rule.

Take three standard containers, preferably glass, which gives better visibility. Place in each a measured quantity of tea (1/12th ounce to an 8 ounce glass is a suitable amount). Add to the three glasses respectively:

1. Under-boiled water, i.e., at 185 degs. F. to 195 degs. F.
2. Freshly boiling water.
3. Over-boiled water, i.e., water that has been boiling for about ten minutes.

Allow an infusion time of six minutes. The following results will be observed:

### 1. Under-boiled

Approximately half the leaves float and remain floating throughout the infusion. The rest remain at the bottom from the time water is added. Any movement of leaves tends to be from the bottom upwards, but this is slight.

The liquor does not cream down and the taste will be found to be much below that expected from the blend.

*The under-boiled water makes, in fact, a good tea taste more like a common tea.*

### 2. Freshly Boiling Water

Approximately two-thirds of the leaves float from the start. There is marked circulation of the leaves both from the bottom to the top and from the top to the bottom. After approximately three minutes all the leaves at the top sink to the bottom. The liquor has good body and good taste. It creams down on cooling.

### 3. Over-boiled Water

All the leaves stay clotted at the bottom from the start of infusion to the end. The liquor is thin, light and lacking in flavor and character. The same experiment with over-boiled water, but stirring the liquor a moment after adding the water, produces a stronger liquor. This is better than without stirring, but much inferior to No. 2.

This experiment is extremely vivid and most suitable for demonstrating the importance of this golden rule to students, catering staff, etc.

### Moderately hard water

It will be found that the results are more noticeable with moderately hard water. They are a good deal less noticeable with soft-water.

A number of theories have been put forward to explain just why these reactions occur. Recently a leading tea chemist indicated there is no satisfactory chemical or physical explanation of the phenomena. Yet, as he says, the fact remains that over-boiled water does undergo a change which makes tea brewed with it less acceptable to the human palate. The same thing, of course, applies to many other matters of taste in food and drink which still defy scientific analysis.

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# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## Flavor makers to weigh defense role

FEMA's 42nd annual convention to check trends in raw materials, markets, packaging supplies. Social program readied.

The impact of the stepped-up defense program on flavor products and responsibilities of this industry during the emergency will be fully explored at the 42nd annual convention of the Flavoring Extract Manufacturers Association of the U.S., to be held May 20th-23rd at the Statler Hotel, New York City.

Government and business leaders will discuss Washington developments as they touch the flavor field, as well as other aspects of the flavor picture under today's conditions.

A rounded program of recreational and social activities, as well as business sessions, has been prepared by the convention committee, headed by John H. Beach, of John Beach, Inc. Working with Mr. Beach on the committee are Louis J. Woolf, H. Kohnstamm & Co., Inc., in charge of the business program; Robert Krone, Fritzsche Brothers, Inc., handling the entertainment end; and W. F. Fisher, Magnus, Mabey & Reynard, Inc., in charge of registration.

The convention schedule calls for three morning sessions, from 10 a.m. to 12 noon, and one afternoon session, on Tuesday, May 22nd, from 2 p.m. to 4 p.m.

Problems which have emerged during the past year will be discussed by John N. Curlett, of McCormick & Co., Inc., president of the Flavoring Extract Manufacturers Association, in his report to the convention. During this year, the Korean situation emerged and became the springboard for a vast expansion in the defense program here. The stepped-up

mobilization culminated in the imposition of national price controls and regulations on materials, confronting the flavor industry with new problems and demands.

The essential oil market will be reviewed by Hans P. Wesemann, of Fritzsche Brothers, Inc., representing the Essential Oil Association of the U.S.

Current developments the world over in vanilla beans will be highlighted by Ray C. Schlotterer, secretary of the Vanilla Bean Association of America, whose comprehensive reports on this subject are usually a convention high-spot.

Alcohol, from the viewpoint of taxation and defense developments, will be subject of a talk by Samuel A. Krasney, alcohol specialist for the Journal of Commerce.

The availability of glass containers, an increasingly important problem as material shortages begin to take hold, will be outlined by Kent S. Upham, of the Owens-Illinois Glass Co.

Trends in the grocery industry will be summed up by Paul Willis, of the Grocery Manufacturers of America.

Broader aspects of the problem of controls will be examined by Benjamin N. Namm, chairman of the board of Namm's, Brooklyn, N. Y., who will represent the Chamber of Commerce of the U.S.

Reports will also be made to the convention by John S. Hall, executive secretary and general counsel of the associ-

*(Continued on page 61)*

### HERE ARE FEMA'S OFFICERS, GOVERNORS

For quick reference during the 42nd annual convention of the Flavoring Extract Manufacturers Association, here are the officers and others comprising the board of governors of the association:

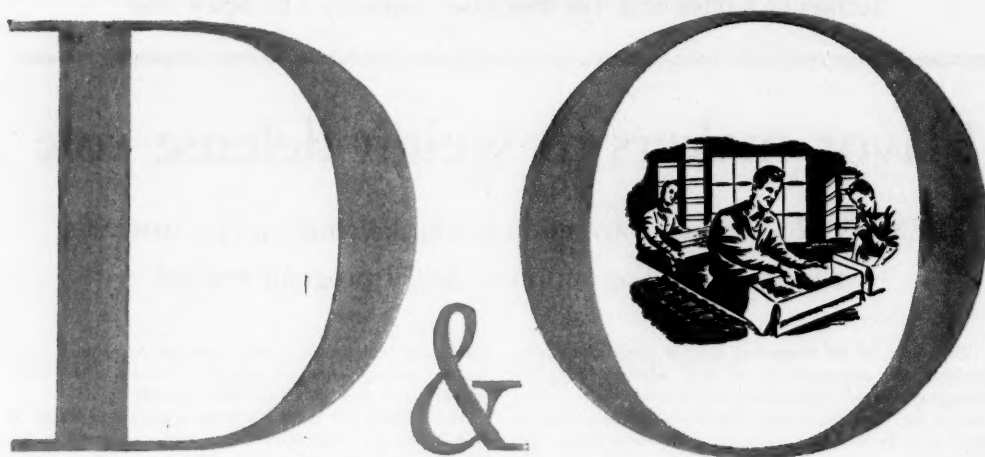
President, John N. Curlett, McCormick & Co., Inc., Baltimore; first vice president, Frank D. Nowland, The Geo. H. Nowland Co., Cincinnati; second vice president, W. G. Grant, National NuGrape Co., Atlanta; third vice president, William H. Hottinger, Jr., Bowey's, Inc., Chicago; secretary, L. P. Symmes, Baker Extract Co.,

Springfield, Mass.; treasurer, Lloyd E. Smith, Virginia Dare Extract Co., Brooklyn, N. Y.

Comprising the executive committee are Louis J. Woolf, H. Kohnstamm & Co., Inc., New York City, chairman; Frank W. Green, National Aniline Chemical Division, Allied Chemical & Dye Corp., New York City; Don C. Jenks, Foote & Jenks Co., Jackson, Mich.; E. N. Heinz, Jr., Food Materials Co., Chicago.

On FEMA's advisory committee are Leslie S. Beggs, The Styron-Beggs Co., Newark, Ohio, chairman; William B. Durling, Wm. J. Stange Co., Chicago; Garrett F. Meyer, Warner-Jenkinson Mfg. Co., St. Louis; and George M. Chapman, Chapman & Smith Co., Chicago.

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# Flavor products vital to nation

**JOHN N. CURLETT, President**  
*Flavoring Extract Manufacturers' Association*

The 42nd annual convention of the Flavoring Extract Manufacturers' Association of the United States will convene on Sunday, May 20th, at the Hotel Statler, New York City, and will continue through Wednesday, May 23rd.

During the past two years, as president of the Flavoring Extract Manufacturers Association, the board of governors of our association has been relentless in its effort to advise the membership regarding changes enacted into law by the federal and various state governments, in order that the members of the flavoring products industry might bring their activities within the intent and purposes of these laws.

During this period of time, the board of governors has likewise striven to improve conditions within our trade and has assumed the burden of protecting members of the flavoring products industry against unfair discrimination, and further, to see that our industry receives proper consideration and allocation of critical short materials during the existing national emergency.

The flavoring products industry is of vital importance to the national welfare of our country, in that our products reach into every home and are consumed by the entire population that demands tasty prepared foods.

The general theme of our forthcoming convention will be, "The Obligation of the Flavoring Products Industry during the National Emergency." Arrangements have been made with the national leaders in government and in business to discuss today's current developments, what is expected from our industry, and why.

In my report as president of FEMA., major problems confronting our industry during the past year will be thoroughly discussed.

## Chairman Beach

John H. Beach, chairman of the convention committee, has arranged a most interesting and well-balanced program. The Defense Production Act, the National Production Authority, the Office of Price Stabilization, the Production and Marketing Administration of the United States Department of Agriculture, provisions of the Federal Revenue Act of 1951—these are some of the items on the agenda.

John S. Hall, executive secretary and general counsel of FEMA, will make an annual report which, in part, will dwell upon the avalanche of legislative bills introduced in Congress and the various state legislatures, as well as discriminatory revenue measures singling out the flavoring products industry. Mr. Hall is continually pointing out the far-reaching evil effect of revenue bills introduced in the various state legislatures, increasing the current rate of tax imposed by villages, towns, cities, counties and states, all

of which reflect unfavorably upon industry and our entire population. There is no concerted effort to stop spending by taxing bodies, and if this condition is permitted to go on without being curbed, it is hard to foresee what the future holds in store. There must be a day of reckoning, whether accomplished by an aroused population or through bankruptcy.

The convention program schedules three morning sessions, from 10 a.m. to 12 noon, and one afternoon session on Tuesday, May 22nd, from 2 p.m. until 4 p.m.

The entertainment program, under the leadership of Robert Krone, schedules a cocktail party on Sunday, May 20th, from 5 p.m. to 6:30 p.m. On Monday afternoon, the 42nd annual golf tournament will be held, under the direction of Fred Lueders. Monday evening, a dinner party will be held at the Latin Quarter. On Tuesday evening, the President's Reception at 6:30 p.m. will be followed by the 42nd annual banquet, which will get underway at 7:30 p.m., in the beautiful Penn Top of the Hotel Statler.

## With FEMA, flavor executives are saved need to wade through mounting tide of laws

By **WILLIAM H. HOTTINGER, JR.**,  
*Third Vice President*  
*Chairman, Legislative Committee*  
*Flavoring Extract Manufacturers Association*

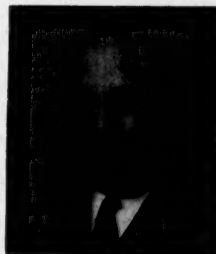
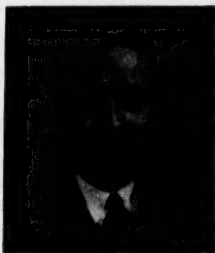
To keep track and account of all the proposed rules, laws and regulations, as well as any interpretations of the old ones, it is getting to be a sizeable task for any trade association.

A trade association, with a reliable secretary and general counsel, such as the Flavoring Extract Manufacturers' Association has had for many years, becomes invaluable in keeping members of that association advised with a minimum of effort and time on what to do or not to do.

Such an association enables the executive of the company to know how to operate their

business and plan ahead somewhat, without having to wade through pages and volumes of rules and regulations issued by all the various government agencies, regardless of whether they may or may not affect a particular industry.

Everyone knows we are getting more and more regulations issued weekly and daily, more and more laws proposed, and the burden is getting greater from day to day, particularly in the present emergency.



# 3d ANNUAL FLAVOR EXTRACT

## Vanillin tops materials in supply pinch

### Survey report on raw materials and demand for flavor products

Flavor makers are beginning to feel the impact of the stepped-up shift toward a war economy. Many of them are beginning to be pinched on some of their raw materials, particularly vanillin. As yet, however, the defense program has not made itself felt in the demand for their products.

These trends are spotlighted by the third annual flavor extract survey, conducted by The Flavor Field section of Coffee and Tea Industries, formerly The Spice Mill.

This article covers survey results on flavor extract raw materials and on demand for the manufactured extracts. Trade reactions to price control and survey results on dollar volume, profits and the flavor business outlook are covered in another article.

Vanillin headed the list of raw materials on which flavor makers said they were feeling a supply pinch as a result of the defense situation. A little more than 75 per cent of the respondents gave this item first place.

On citric acid, too, a substantial number of extract manufacturers were beginning to feel a shortage. About 18 per cent of the respondents to the query listed this raw material.

Less than 7 per cent indicated a supply pinch on propylene glycol. A sprinkling of respondents listed other items—coumarin, glycerine, oil of cassia—as raw materials feeling the pinch most.

On the materials mentioned in the preceding paragraphs, the picture was at least consistent. Additional items were listed by some companies as carrying the brunt of developing shortages. But, in this case, sauce for the goose was not sauce for the gander. The same items were listed by other companies as materials on which they had felt a supply pinch the least.

Products on which this uneven situation existed included alcohol and most essential oils. More companies, however, reported alcohol under the "feeling the pinch most" category than under the "feeling the pinch least."

#### Vanilla beans pinched least

On other raw materials, the picture was more consistent. The extract makers were in agreement, by and large, that vanilla beans had been hit the least, supply-wise, by the defense program. A shade more than 70 per cent of the respondents put vanilla beans in this category.

About 17 per cent of the replies to the query indicated that sugar was feeling the pinch least, and another 6 per cent said this situation was also true of cocoa.

A number of respondents put their replies in more general terms, such as "many shortages." These answers could not, of course, enter into tabulations on specific raw materials.

The influence of the defense program on the demand for manufactured flavor products seems to be much slower in making itself visible.

About 46 per cent of the respondents checked "Don't know yet" in reply to the question, "Do you find demand

for any of your flavors has been affected by the defense situation?" In part, this answer is explained by the seasonal factor. Most of the extract makers replied to the questionnaire at the end of February or during the first half of March. For a number of these companies, particularly the ones marketing their products to the soft drink field, the flavor season had not yet really begun and trends in demand could not, of course, be discerned.

Another 37 per cent of the respondents were less doubtful. They said, flatly, that demand for their products had not been affected by the defense situation.

The balance of 17 per cent was equally positive, but in the reverse direction. They indicated that demand for their products had been affected by the developing war production program.

#### More demand

Affected upward or downward? A little less than 71 per cent said the demand for their products had risen. The others noted a decrease in demand.

There was evident some reluctance to make this reply more specific—that is, to state just which flavors had been subject to an increased demand, still more reluctance to note which had felt a shrinking demand.

Despite this reluctance, respondents indicating a rising demand were in substantial agreement that this trend was clear in relation to vanilla. About 42 per cent of these flavor makers listed vanilla as subject to swelling demand. Other products mentioned in this connection were true fruit flavors, orange and lemon.

A flavor noted as experiencing a sagging demand, presumably as a result of the defense situation, was banana.

Vanilla continues to hold its position as the country's top flavor. The raw materials which go into it take more of the extract maker's purchasing dollar than does any other flavor, and vanilla continues to be, far and away, the industry's leading seller among all its finished products.

More than 39 per cent of the respondents gave vanilla beans top position in their replies to the question, "Which basic flavor ingredients take most of your purchasing dollar?"

Another 32 per cent listed these beans in second place, in this regard, and an additional 4 per cent put them in third place. In other words, just about 75 per cent of the respondents grouped vanilla beans among their top three raw materials, in dollar investment.

Also high on this scale is alcohol. It was listed in first place by a fraction less than 24 per cent of the respondents, in second place by 9 per cent, and in third, fourth or fifth place by an additional 14 per cent. About 45 per cent of the respondents, in total, listed alcohol among their five leading raw materials.

More than 11 per cent of the replies gave first place to vanillins, about 3 per cent gave it second place, and a resounding 36 per cent gave it third place. In fact, it was

(Continued on page 89)

COFFEE AND TEA INDUSTRIES

# SURVEY SPOTLIGHTS TRENDS

## Flavor men optimistic, expect good demand

Survey report on flavor volume, profits and business outlook

The flavor extract business will be good during the balance of this year, better than during the same period last year. That's the opinion of most flavor extract makers—more than 86 per cent of them.

This widely shared view on the flavor outlook was revealed by the third annual flavor extract survey, conducted by The Flavor Field section of Coffee and Tea Industries, formerly The Spice Mill.

Behind the optimism, in most instances, is a feeling that consumers will have more money to spend on food during the last half of the year, compared to last year.

This article centers on survey returns related to flavor volume, profits and business, as well as price control. Trends in flavor raw materials and in demand for manufactured flavor products, particularly in the expanding defense program, are covered in another article.

While more than 86 per cent of the respondents to the survey questionnaire look for better business in the months ahead, as against last year, the other 14 per cent is either more doubtful or flatly pessimistic, in just about equal proportions.

The doubts, where they are expressed, come less from qualms about conditions here than from uncertainties about areas abroad which supply some of the raw materials that go into the flavor products.

The pessimists, on the other hand, point to reasons within our borders as the basis for their conclusions. They cite, for example, a growing shortage in manpower and a rise

in costs of other products to their customers, a trend which—entirely apart from developments in flavors—might curtail, they feel, production of foods or beverages in which flavors are used.

Easily the most confident of the optimists, probably with good reason, is the flavor maker who commented enthusiastically that he was sure his business would be better. He had new products, he explained, new contracts, new buildings, new equipment—plus the old customers.

Reflecting too brief a period for any profound conclusions, the queries on dollar volume and profits so far this year nevertheless yield valuable indications of the way 1951 in the flavor industry moved into first gear. These returns can be considered as applying, on the average, to the first two months of the year.

For most of the industry, dollar volume was up during these months, as compared to the same months the year before. A shade more than 76 per cent of the respondents noted that their dollar volume was better. More than 13 per cent said it was worse. The balance of less than 11 per cent declared it was the same.

Evidently some of the optimists, who look for better business during the balance of the year, do so despite the fact that their profits so far are not standing up too well. In fact, the returns indicate that in many cases increased volume did not necessarily mean more profits.

Only a little more than 29 per cent of the respondents

(Continued on page 89)

### Here is the questionnaire used in the 1951 Flavor Extract Survey

*This is the questionnaire sent to the country's flavor extract makers in the third annual survey of trends in the industry. Replies represent all parts of the country, and big firms as well as smaller ones.*

#### About raw materials

Which basic flavor ingredients take most of your purchasing dollar? 1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

Which essential oils do you buy most heavily? 1. \_\_\_\_\_  
2. \_\_\_\_\_

Which of your raw materials have felt the supply pinch most, as a result of the defense situation? 1. \_\_\_\_\_  
2. \_\_\_\_\_ 3. \_\_\_\_\_ Which have felt the supply pinch least? 1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_

#### About demand

Which flavors are your best sellers? 1. \_\_\_\_\_  
2. \_\_\_\_\_ 3. \_\_\_\_\_  
Do you find demand for any of your flavors has been

affected by the defense situation: Yes? \_\_\_\_\_ No? \_\_\_\_\_

Don't know yet \_\_\_\_\_

For which flavors has the demand been affected upwards?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Downwards? 1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_

#### About Prices

Do you find that the new price control regulation, as it affects the flavor extract industry, is equitable? \_\_\_\_\_

Inequitable? \_\_\_\_\_ Don't know yet \_\_\_\_\_

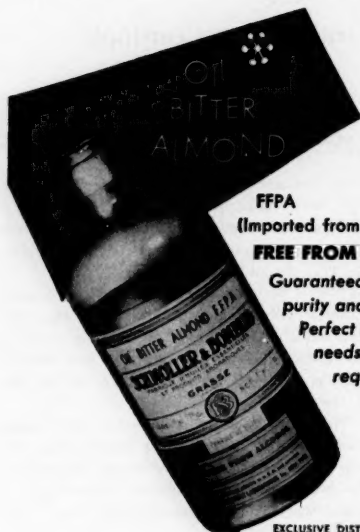
Why? \_\_\_\_\_

#### About business

Dollar volume so far this year better than last year? \_\_\_\_\_  
Worse? \_\_\_\_\_

Profits so far this year better than last year? \_\_\_\_\_  
Worse? \_\_\_\_\_

As things look to you now, is your business likely to be better during the balance of this year compared to last? \_\_\_\_\_ Worse? \_\_\_\_\_ Why? \_\_\_\_\_



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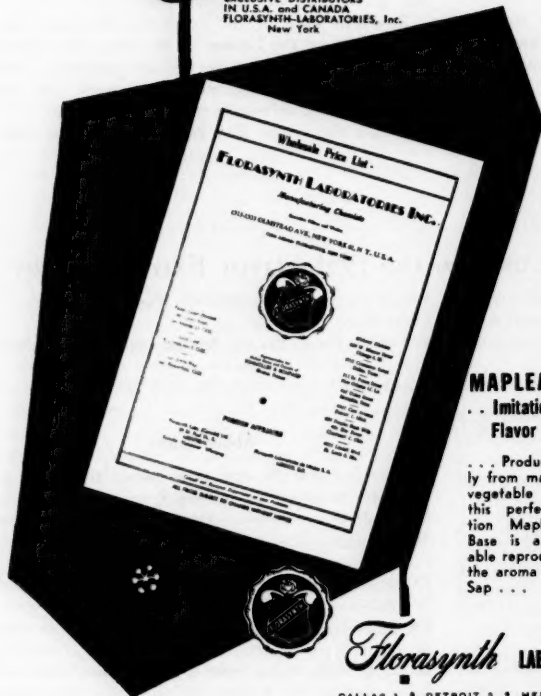
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# Essential oils and "the squeeze"

By GERARD J. DANCO, President  
Essential Oil Association of the U.S.A.

Like other importers today, essential oil dealers are faced with the disturbing problem of price ceilings—the "squeeze." Statements have been made that modifications of the import order are needed if "the trade is to function."

In view of the present denouement, let us note the varying elements affecting the trade. World markets being what they are, buyers of other nationalities are bidding for available supplies, a condition not in existence during World War II, hence prices are on an upswing. However, prices cannot be controlled in foreign markets.

Therefore importers, when purchasing requirements, are met by varying prices; when they sell domestically, their prices are fixed by previous ceilings. They are in a quandary, for they have always had in mind the desire adequately to serve their customers, and through them the American public, without the slightest interruption or hinderance—but there is hesitancy.

Further, imported merchandise is purchased many months before arrival, so that using the term "delivery" in the general stabilization order has more or less set ceilings, existing during the base period. This has tended to freeze sales transactions and made it difficult for many to carry on, as replacement stock would be sold at a loss.

Added to this, seasonal sales have raised problems, particularly where they concern such oils as lemon, orange, lime and true fruit concentrates. Some of these oils reach their peak in consumer demand during the spring and summer months, when prices are at a high level. The price pattern, while guided by supply and demand, tends to weaken during the slack period—the winter months. In view of the base period taken, the ceilings now enforced are generally low compared to the average.

Foreign producers have increased their prices well over 25 per cent since the end of January, and as the main cost of producing domestic oils is labor, agricultural products, such as the above, must tend to rise. This is also true of oil of peppermint and other domestically grown basic raw materials, and the question is asked: Will price relief be given to the distributor in view of advancing costs?

What is true for these items is also adaptable to all true fruit flavors produced during the summer season, in view of their abundance then.

The question is: How is the essential oil dealer going to overcome these obstacles and continue to serve when his ceiling prices have been set at low seasonal figures?

Essential oils are the basis of many products and are used alone or mixed with other or synthetic items, not only in the flavor industry, but also by soap, cosmetic, drug and pharmaceutical manufacturers. Whenever a flavor or fragrance is demanded, the industry is called on to produce the product.

While it would be impossible to state exactly the annual sale of the products in which they are used, it must run into billions of dollars.

The present chaotic condition cannot long remain at a standstill, if the needs of many important industries necessary to the health and welfare of the country are to be satisfied.

Although, in my estimation, it would be of no value to establish an advisory board, followed during World War II, if the suggestions of this board would be completely ignored, it might be wise for the Department of Agriculture and the Department of Commerce to appoint an adviser, a member of long standing and experience in the essential oil industry who, without prejudice and with the welfare of the country at heart, would "en connaissance de cause" issue directives and who in turn would inform and direct the price stabilization administration to revise the regulations in order to assure an even flow from the source.

## Flavor makers weigh defense role

(Continued from page 55)

ation, who manages during the course of the year to keep astoundingly close track of all bills touching on flavor products introduced into federal or state legislatures—and to let FEMA members know how those bills stand.

Among other key reports to the convention will be the ones by Garrett F. Meyer, of the Warner-Jenkinson Manufacturing Co., Inc., as chairman of FEMA's alcohol tax committee, and by Dr. I. F. Plagge, as head of the research committee.

Other committee reports will be made by E. N. Heinz, Jr., on raw materials; Walter Kuhl, of McCormick & Co., Inc., on standards; Louis J. Woolf, of H. Kohnstamm & Co., Inc., on advertising; W. G. Grant, of the National Nu-Grape Co., on transportation; Don C. Jenks, of the Foote & Jenks Co., on trade relations.

The annual golf tournament of the flavor extract industry will be held on Monday, May 21st, at the Baltusrol Club, near the town of Springfield, N. J., starting at 12:30 p.m. Fred J. Lueders, of George Lueders & Co., Inc., is chairman of the golf committee. Prizes will be awarded to the winners.

On the opening day of the four-day gathering, Sunday, May 20th, a cocktail party will be held in the afternoon at the Hotel Statler. Monday evening, conventioners will gather at a dinner party at the Latin Quarter. A president's reception at the Statler on Tuesday at 6:30 p.m. will serve as a warm-up for the 42nd annual banquet, climax of the convention.

## U.S. cacao bean imports higher in 1950

In 1950, United States imports of cacao beans increased five per cent in quantity and 34 per cent in value over 1949, according to the Census Bureau, U.S. Department of Commerce.



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Picking up cuts in blankets for transfer to a sweatbox, part of the curing. From the movie "Make Mine Vanilla."

# Vanilla — an American heritage

By JAMES S. SCHMIDT, President  
Vanilla Bean Association of America

From Madagascar . . . from the Bourbon Islands . . . from Tahiti . . . from Mexico . . . come the neatly packed cases of warm, chocolate brown vanilla beans. Exotic places with exotic names, far removed from the every day life of an ice cream parlor, a bakery shop, a candy store . . . or even the small bottle on the housewife's pantry shelf labelled "Vanilla Extract." Yet America's top flavor preference follows a national heritage of which few are even aware.

Golden ornaments and jeweled apparel were not the only treasures of the Aztecs.

When Cortez, conqueror of Mexico, returned to Spain, he also took with him the first vanilla ever to be seen or sampled in Europe. The Aztec Indians, original cultivators of the bean, used vanilla in their chocolate, and the delicious and entirely unfamiliar flavor thus achieved immediately captivated the Spanish invaders.

From that moment, vanilla became one of the greatest treasures of the New World . . . and through all the ensuing years its popularity as a flavor for America's favorite foods has constantly increased.

As president of the Vanilla Bean Association of America, I am particularly interested in the growth and development of the movement to interest housewives and consumers in the use of pure vanilla. The association is currently preparing a brochure entitled, "The Story Of Pure Vanilla," which contains a brief history of the flavor and is designed to interest the consumer in the increased use of the pure product.

The Vanilla Bean Association, a trade organization of primary vanilla bean importers, is more than twenty years old. Meetings are held on an average of eight to ten a year. The vanilla brochure will be distributed by members of the association to their customers, the manufacturers of vanilla extracts and flavors . . . and by these customers to the vanilla consumer.

The brochure will further explain to housewives why pure vanilla is the finest flavor they can use and will also offer several interesting and novel recipes using this product as the flavoring ingredient.

Mexico, the original discovery point for vanilla, is still one of the largest growing and curing regions in the entire world. I have just recently returned from a three-week trip to the primary supply districts in the states of Vera Cruz and Puebla. The length of time required to cover these sections thoroughly is about 17 days, and the entire trip, from Mexico City through Pachuca, Gt. Zamara, and Papantla in Vera Cruz, Tezintland and San Jose Acetano in Puebla, was made by automobile.

The Totonaco Indians, who inhabit the regions around Papantla, do most of the cultivating and cutting of the vanilla plant. The entire Mexican vanilla industry depends upon the Totonacos for labor. Methods of pollination, cultivation and curing have remained almost completely unchanged throughout the years.

It is interesting to note that unlike the old Aztecs, the Totonacos do not use vanilla at all in their chocolate, but depend entirely upon cinnamon for flavoring this food.

In order to reach all the growers and curers in the vanilla regions, it was necessary to hire a chauffeur who was thoroughly familiar with the country and the roads. The latter are very little traveled and gas stations are few and far between.

By the end of my journey, however, I had visited all the growers and curers that I had originally planned to contact. I would estimate that the current Mexican crop is in fair condition and should run about 200,000 pounds of cuts and whole beans. This figure includes the carryover from last year, making the 200,000 estimate representative of all that is currently available. Last year's estimate of 300,000 pounds was somewhat over the actual government import figures of 279,000 pounds.

I found many growers predicting a possible price increase in the near future due to the recent freeze, which may have damaged the plants. It has been 45 years since the last freeze in this section of Mexico. At that time, the plants were damaged before they had flowered, with the re-

(Continued on page 73)

# Suiting flavors to the need

By LOUIS J. WOOLF, Chairman  
Advertising Committee  
Flavoring Extract Manufacturers Association

Flavor has become a byword and an expression of quality in most products that are consumed by the public. Newspaper advertisements, radio and television speak of the "flavor" that makes their products outstanding.

From entrees to desserts, from beverages to tobacco, there extends an endless array of flavors to suit special products and individual tastes. Chefs of highest culinary perfection have their treasure chest of flavors to transform bland foods into the most tasty morsels.

Flavors are derived from natural sources and aromatic blends. Best known among natural products are spices and spice oils which are gathered in all parts of the world, vanilla beans from Madagascar or Mexico, coffee and cacao from South America, Africa and Asia, citrus oils from the U.S.A., Italy and Palestine, peppermint and spearmint oils from the U.S.A. and England, and a great number of other essential oils.

True fruit extracts of high quality, such as blackberry, raspberry and strawberry extracts, are used for the flavoring of ice cream, jams, jellies, cream centers and alcoholic beverages. Within the general classification of a natural flavor of a fruit or an essential oil differs with the variety of the plant, as well as the climatic and soil conditions during cultivation.

Special varieties of fruits are preferred for certain properties. The variety that is selected for flavoring extracts may not, and usually is not, the variety that will be chosen for showiness and hardness.

The flavor chemist has brought standardization to natural flavors; he has also succeeded in the utilization of large numbers of aromatic chemicals which possess distinct flavor and odor for the creation of artificial flavors. A skilled compounder can stimulate many natural characters by poorer blending of aromatics, with or without natural flavor bases. The flavor chemist can also create new notes which are entirely different from accustomed flavor characters, and thus he can produce new taste appeals and greater sales.

The use of aromatics also enables us to prepare flavors which are better suited for specific applications than their natural equivalents, e.i., a flavor for alcoholic and non-alcoholic beverages should be full-bodied and should produce a beverage of pleasing aroma or bouquet. For this purpose, a blend of aromatics possessing high vapor pressure is desirable. Similar flavors would also be suitable for cream centers, fondants and foods, where lower temperatures are employed during manufacture or where they are enclosed by coatings.

On the other hand, a flavor intended for high temperature work, such as for hard candies, must be composed of a



blend of high boiling aromatic chemicals which usually possess low vapor pressure and do not volatilize readily.

Flavors for powdered desserts, such as gelatine dessert bases, pudding bases and dry drink bases, must contain aromatics which are selected for lack of volatility, as well as for stability toward oxidation. These flavors are spread over large surfaces and are greatly affected by air and reducing sugars which usually are constituents of the basic mixes. If these precautions are not taken, a flavor base will be obtained which, on standing, will lose all flavor and will be rejected by the consumer.

Benzaldehyde, which imparts a pit flavor, and Cinnamic Aldehyde, which is the active constituent of cinnamon oils, are high boiling aromatics, but are readily oxidized to their corresponding acids and are therefore unsuitable for dispersion over large surfaces.

The flavor chemist can prevent oxidation by protecting the aldehydic group or by addition of antioxidants. Shelf life is an important factor in the success of a new product, since much time passes before it reaches the consumer.

The old proverb, "The proof of the pudding lies in the eating," applies to flavors, and we want to go even further by saying, "The proof of the flavor lies in the repeating (of sales)."

## Why not coffee?

By AL FIORE, President  
Eclipse Food Products Corp.

Ever had coffee ice cream? Chances are you probably haven't. Here in Rhode Island, however, coffee ice cream outsells vanilla, the number one seller throughout the United States.



It is my personal conviction that coffee flavor in ice cream should be a universal best seller. Everyone enjoys the taste of hot coffee. Why not coffee-flavored ice cream?

Although our company manufactures a complete and highly-varied line of extracts and flavors, we have been largely responsible for developing "the coffee taste" in New England, and we

have found the increased demand more than satisfying.

In the manufacture of coffee extract, coffee is purchased green, carefully blended and roasted in our plant till the proper roast is obtained. Processing is carried on by using a method especially developed by us. Throughout the entire procedure, careful and close check is made by our

(Continued on page 72)

COFFEE AND TEA INDUSTRIES



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**OREGON PRODUCES:** Pears, loganberries, apples, grapes, plums, strawberries, red raspberries, cherries, cranberries, peppermint, dill weed.



**CALIFORNIA PRODUCES:** Grapes, peaches, apricots, cherries, strawberries, raspberries, prunes, plums, boysenberries, loganberries, almonds, oranges, lemons, mandarins, grapefruit, spearmint, peppermint, dill weed, coriander, sweet basil, tarragon, foenugreek, yucca, celery, olives, dates, figs, apples, pears, onions, garlic, limes.



**HAWAII PRODUCES:** Pineapple.

**MEXICO PRODUCES:** Vanilla beans, limes, linaloe wood oil.



At our modern, fully-equipped, laboratory-controlled, plant we manufacture products for the most discriminating consumers of TRUE FRUIT CONCENTRATES, OUR FAMOUS PURE VANILLA CONCENTRATE, ESSENTIAL AROMATIC OILS, CONCENTRATED AND TERPENELESS CITRUS OILS, ESSENTIAL AROMATICS, ORGANIC CHEMICAL PREPARATIONS FOR THE FLAVOR, PERFUME, TOBACCO AND ALLIED INDUSTRIES, ALSO NEWLY DEVELOPED ESSENTIAL AROMATICS, ESTERS, ETHERS, ALDEHYDES, KETONES, ETC.



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# "Taste" in selecting vanilla beans

By WILLIAM H. TRIEST, *State Committeeman for Pennsylvania*  
*Flavoring Extract Manufacturers Association*

Let's stop and think for a moment about the reason flavorings and spices are found in practically every American kitchen. I believe that all housewives and cooks who understand their business will agree that the primary purpose of adding flavors or spices to foods is to enhance the taste. It seems, however, that when it comes to the use of vanilla flavor, many extract manufacturers and ice cream manufacturers are placing far too much importance on the cost and far too little importance on the benefits to be derived by adding the particular flavor in mind to the food in question.



Of what benefit is a low flavor cost for vanilla if the taste of the food being flavored is not improved, or if the food is made even less palatable by the addition of the flavoring?

During recent years I have listened to and read innumerable reports on the comparative qualities of various grades of vanilla beans as evaluated through chemical analyses of vanilla extracts. The final evaluation, however, is taste, as this is the only purpose for which vanilla extract is used.

Housewives are not interested in the vanillin content, the lead number, the resin content of vanilla extracts which they buy, nor are they concerned with the moisture content of the bean which was used to make these extracts.

Of late there has been a steadily increasing tendency on the part of manufacturers to purchase vanilla of very low moisture content, and in my opinion this can be carried to an extreme. If a moisture content of 20 per cent is desirable, why not a moisture content of 50 per cent or 10 per cent? Moisture in fruits and vegetables serves a purpose; otherwise we would all prefer to buy dehydrated fruits and vegetables and add water as needed. Ask any ex-serviceman about dehydrated foods.

Unfortunately, human taste is not acute enough to distinguish accurately between different vanilla extracts made, for example, from various grades of Bourbon vanilla. It is easy for the average person to sample two different grades of apples and make a selection, because in this case one is tasting nothing but apple. Differentiating between various grades of vanilla extract is another matter, since the taste of the extract is only a fraction of the taste of the food in which it is used. For a housewife to make a selection on aroma among various extracts in a grocery store is a real problem if she is so inclined, since a great deal of the aroma, in any case, is alcohol. When buying fruits or vegetables in the market, any woman will quite naturally pick the ripest and most luscious-looking food on display. Here sight, smell, touch, and taste are a sure guide. If she buys less appealing merchandise at a reduced price, she

fully realizes that her meals are likely to suffer.

I am sure that if a woman could choose the vanilla to be made into extract to flavor her puddings, she would unfailingly select the finest, best-smelling Mexican or Madagascar vanilla. No one could convince her that inferior vanilla would taste equally as good as the pick of the crop.

Leading cigarette manufacturers remind us day and night that only the finest and mildest tobaccos are used in their cigarettes in order to produce the most appealing taste. So, too, we can enjoy the most delicious vanilla by using the choicest and mildest varieties of Mexican and Madagascar beans. A mild flavor used in sufficient quantity certainly produces the best result, and for the American table and especially for ice cream, America's most popular dessert, no flavor is too fine.

## Flavor acceptance vital to product popularity

By A. HASKELL BILLINGS,  
*State Committeeman for Iowa*  
*Flavoring Extract Manufacturers Association*

There seems to be no scientific method available (for common use, at least) to measure taste, and it is difficult to see how it can ever be possible to arrive at a measure of the

popularity of a given flavor, other than the tedious method of obtaining opinions from the average consumer, and attempting thereby to arrive at a majority preference. Searching tests are made to determine taste preference of the consuming public. It has been found that frequently the slightest variation in a flavor can mean the difference between a popular food or beverage product, as against one



not desirable to the majority taste.

Great care is taken to assure the control of flavor. Uniformity of color and flavor, once adopted, is of importance, because it is color and flavor which have the first appeal. The first reaction, when a food is tasted, is to the flavor. This reaction is remembered with remarkable accuracy by the "eater."

Everyone is familiar with nationally-known brands of beverages and foods which have remained popular over a period of years, due to flavor acceptance by the people.

Every manufacturer of food products, dessert preparations, ice cream and beverages is constantly aware that he may de-

(Continued on page 69)

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PROBLEM  
IS A  
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COFFEE AND TEA INDUSTRIES

# Flavor developments on the Coast

By DR. ALEXANDER KATZ, State Committeeman for California  
Flavoring Extract Manufacturers Association

In the decade just ended, the Pacific Coast has made great strides in the production of finished flavors and flavor materials. Along with its strength in fruit production and its constantly increasing prominence as a source of quality peppermint oil, both prime products of Oregon and Washington, the State of California subsidized for many years a study of the potentialities of its climate and soil conditions for the production of essential oils and other economic plants, under the direction of Dr. Monroe C. Kidder. The results offer sufficient promise to warrant industrial support.



Much of the laboratory work in the evaluation of materials produced under the state project was done by F. Ritter & Co., of Los Angeles.

Of interest in the flavor field was the cultivation of 100 acres of foenugreek seed, so important for the production of an imitation maple flavor. Extractions made from California seeds were equal in quality and strength to Moroccan and Indian. Large lots of spice, such as sweet basil and tarragon, were grown, distilled and rectified to yield materials acceptable to food processors.

Sufficient quantities of the following oils were produced to permit their acceptance as flavoring agents: summer savory, spearmint, coriander, caraway, dillweed and sweet fennel. Preliminary work was done on clary sage, California pepper tree, celery seed, carrot seed and parsley seed oils.

*Yucca Brevifolia*, a cactus abundant in the Mojave desert, is being utilized for production of a flavoring agent for root beer.

California has not been limited to natural products in the development of flavor materials. In the last four years, the research program in synthetics has produced over a score of new chemicals valuable in the production of synthetic flavors. An intense grape character is imparted by cinnamyl anthranilate. A chemical found to be present in the amount of one gram per ton of Hawaiian pineapple, methyl beta methyl thiopropionate, has been synthesized and used in pineapple ester blends along with allyl and ethyl hexadecanoates and allyl phenoxycetate. 2-alpha phenethyl 1,3 dioxolane possesses a strong mushroom note; furfuralacetone is grape with cinnamon overtones; allyl undecylate reminds one of cocoanut and pelargonol piperidine has the pungency of pepper.

These are just a few of the newer synthetics. Work in progress in 1951 has brought forth a heliotropine substitute and an intense sweetener reminiscent of strawberry aldehyde and anise.

The esters of vanillic acid are taking their place as intensifiers of vanilla flavor and as non-toxic preservatives.

Citrus oils and juices have long been commercial items on the Pacific Coast, and now concentrated and terpeneless oils are in production.

Proximity to the nation's largest fruit-growing areas and to Mexico and Pacific Island sources of some of the more exotic botanicals makes the West Coast the logical producer of a wide variety of natural flavors. Industrial ambition has helped it gain its place among the sources of synthetic materials.

At a time when unsettled world conditions are again cutting seriously into the supplies of essential oils, special attention should be given native capacity for oil production. If shortages can be partially averted by developing California's potential, then industry can profit in a short time by backing such a program. The miracle of dates and grapefruit in the desert can be repeated if only the interest is there.

Today the three coastal states represent 14 million consumers, and the Los Angeles area is the nation's third largest food processing center. Flavor manufacturers have good reason to look westward.

## Flavor acceptance

(Continued from page 67)

develop a new flavor sensation in his product, which will become popular.

Since flavoring extracts and colors are the glamour girls of the great food industry, the question logically follows—what makes them that way? They are, these flavorings and colors, irresistible. The appeal continues to be illusive. Words are inadequate to explain as the senses delve into an enjoyment in which man has participated as far as history records.

The lure of the Irish green shamrock; the memory of the New England maple grove; that self-satisfied belly-full feeling which follows the rich taste sensation of good butter flavor; the incomparable joys of happy kiddies at Christmas time, inseparable from the association with peppermint flavor and red-striped candy—all these are portrayed in flavoring extracts and colors.

Nature provides these appeals for a practical purpose. The digestion of foods is aided by the palatability of foods, and the palatability of foods is directly related to their flavor and color.

The enjoyment of life, and to a good extent, the very existence of life, is dependent upon flavors and colors. Malnutrition and even starvation have resulted from insufficient diet in cases where humans or animals have been forced by emergencies to subsist over a period of time on foods not palatable to them. Thrilling stories have been told of the hardships faced by men of other centuries, who braved the dangers of early-day travel in search for sources and supplies of herbs, spices and raw materials for flavorings.

The enormous importance of the flavoring and food-color industry, in which we are all interested, should not be

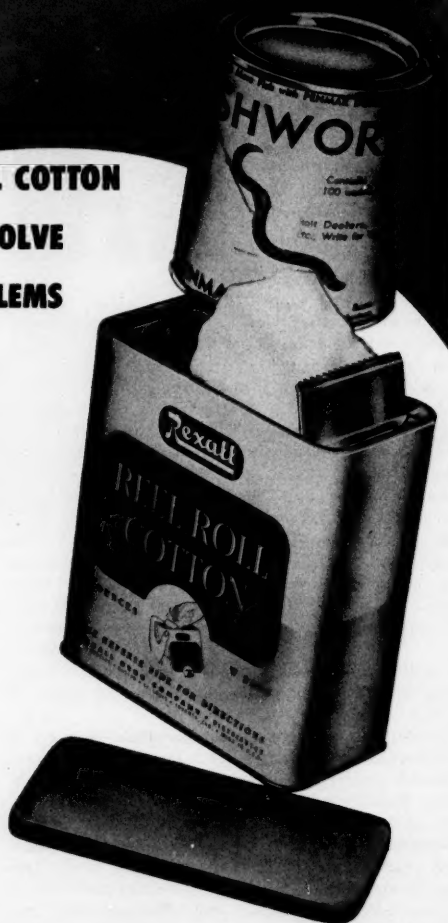
(Continued on page 73)

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# Packaging bulk spices in batch lots

Meeting increased demand for spices in small, weighed bags greatly increased packaging costs at J. K. Laudenslager, Inc., Philadelphia spice grinders, it was reported recently by Food Processing, the news magazine of processing developments and control.

Bulk shipment of spices in barrels was standard procedure, according to the article. Then, more than a year ago, some of the spice consumers turned to buying weighed quantities in amounts ranging from one to five pounds, as a means of eliminating the need for them to weigh out the spices for use in batch processing.

Before a solution was worked out, about three hours was required to package a small order of 240 pounds into 75 bags, Food Processing declared. Spices were brought down to the first floor in barrels. There, two men filled the bags, checked the weight and folded and sealed the bag tops.

To make this entire operation more efficient, a large hopper was attached to the ceiling of the first floor, directly beneath the mixing machine on the second floor.

A table-mounted electronic weighing machine, the Electronic Weigher NPV made by the Automatic Scale Co., Inc., New York City, was mounted on a table. Spices received by the hopper from the mixing machine were fed to this weigher.

The weigher is equipped with a "preliminary" feed chamber located above the feed cut-off valve. Spices build up in this chamber during the time the weighing bucket is discharging into the bag. When the cut-off valve is opened, material in the chamber discharges into the bucket and acts as a preliminary charge. Filling of the bucket is then completed at a slower, uniform speed. An electronically controlled, high-speed valve closes when the set weight has been reached; then the operator dumps the spices. Dumping can be fully automatic if this feature is desired.

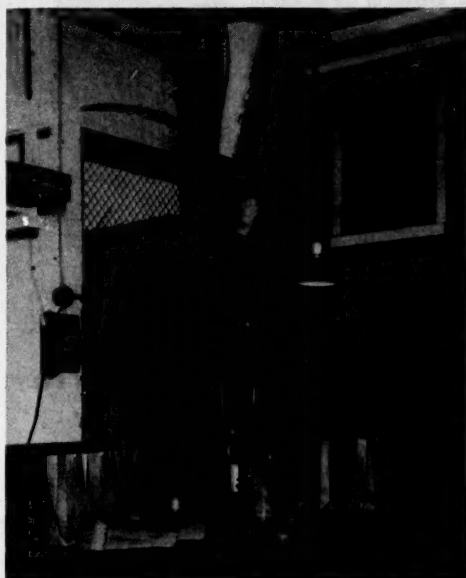
Shock absorbers are used to filter out vibration caused by opening and closing bucket doors and thus help prevent incorrect weights and unnecessary wear on knife edges and bearings. Oilless self-lubricating bearings are used.

The machine will weigh from four ounces to five pounds of material that does not exceed the bucket capacity of 267 cubic inches. It is driven by a one-half horsepower motor and can be synchronized with other automatic machinery by the addition of a simple coordinating mechanism.

As a result of this installation, the extra step of filling barrels with spices prior to packaging has been eliminated by feeding directly from mixing machine to the weighing machine. Bags can be filled with one-pound charges at rates up to 30 per minute with an accuracy of one-sixteenth of an ounce.

Time for filling an order of 240 pounds into 75 bags has been reduced from three hours to 18 minutes. Speed combined with accuracy is made possible by the preliminary feed chamber. The scale is easily changed from one weight to another.

The electronic weigher, incidentally, has a feeder designed



The weigher, table mounted for filling one to five pound batch lots of spices. The hopper is fed by a mixing machine on the next floor.

to handle such delicate products as tea leaves without breakage, and at the same time assuring a uniform flow to the weighing bucket. Coffee and other free flowing and semi-free flowing granular and flake materials can also be handled by this weigher.

Installation at the Laudenslager plant was designed and carried through by P. F. Campbell, engineers, located in Philadelphia.

### **Put old corrugated boxes, Kraft paper back into production, committee pleads**

A severe shortage of waste paper, especially old corrugated boxes, brown wrapping paper and bags, exists today. Unless the supply of these Kraft pulp substitutes is increased, the supply of paperboard will become even more acute, warns the public relations committee of the Midwest Consumers of Waste Paper.

Old corrugated boxes, Kraft papers and bags are the best sources, next to wood pulp, of strong fiber materials needed for the manufacture of paperboard products, the committee explains.

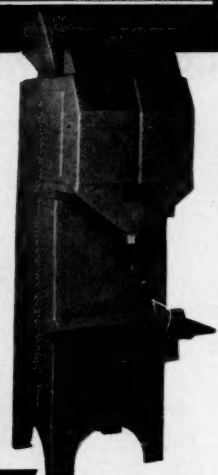
Companies are urged to save, not burn or destroy, old corrugated boxes and Kraft paper and bags, and to get them back to the mills via a waste paper dealer.

## Saves \$35.00 WORTH OF COFFEE EVERY DAY

A coffee company in the Southwest was giving away an average of 1/8 oz. due to overweights with every 1 lb. package. Now, Triangle Elec-Tri-Pak Weighers weigh and fill the packages to an average accuracy of plus or minus 1/32 oz.! Maximum overweights run 1/16 oz.—underweights are rare. The saving in coffee alone averages \$35.00 per day, enough to pay for a machine in only 100 days operation!

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## "Tinless can project is permanent, not stopgap, effort"—Stolk

Scientific research for a completely tinless can seeks to free this continent permanently from dependence on foreign sources of can-making materials—not just to tide the industry over in times of shortages and high prices of these materials, W. C. Stolk, executive vice president of the American Can Co. has stated.



W. C. Stolk

"Regardless of what happens to the price and availability of foreign-produced can-making materials following the present emergency," Mr. Stolk added, "we will continue to push our research for a container that will match or better the present tin in in serviceability and economy, and that can be made entirely from materials on this continent."

He referred to American Can's research program—called "Operation Survival"—which has been actively under way for the past two years in conjunction with more than 20 leading American companies, potential suppliers of alternate can-making materials.

Citing the recurrence of the threat to Far East tin sources and the high prices in the world's tin markets, the container company executive declared the time has come to "free the industry, can users and the public permanently from the uncertainties and disruptions that, in times like these, are inherent in dependence on foreign sources of tin and other container materials."

He pointed to the development during World War II of electrolytic plate for can manufacturing as part of an emergency conservation program that saved, 90,000 tons of tin.

### Why not coffee?

(Continued from page 64)

laboratory for consistency of strength, color, flavor and total solids.

The resulting product is a smooth, uniform, delicious coffee flavor, unimpaired by the harshness and bitterness so often found in coffee flavors.

We have further promoted "the coffee taste" through development of our "Eclipse Coffee Syrup," used in the home for making coffee milk shakes, as a topping and for making iced coffee. This is packaged in pint bottles and sold in grocery stores throughout New England.

Through cooperation with the dairymen, a prepared coffee milk, using Eclipse Coffee Syrup, is distributed in many areas.

We are firmly convinced that coffee could be developed into a prime flavor throughout the country, for certainly people outside New England are as avid and enthusiastic coffee drinkers as we are "down East."

Coffee flavor is the answer to the old-time quest for "something new" in flavors. Ice cream manufacturers throughout the country would not only find it highly acceptable to their clientele, but it would be acclaimed by them.

COFFEE AND TEA INDUSTRIES

## Vanilla—an American heritage

(Continued from page 63)

sult that, for all practical purposes, there was no crop. Many growers fear that this latest freeze may bring about the same condition. If the plants have been irreparably injured, there will be no crop in 1952. Whether or not this is the case will not be definitely known until late April or early May. If the plants flower as usual at this time, all will be well. However, if there is no flowering in May, the fears of the growers will be confirmed . . . and there will be no crop.

The industry can only hope that the freeze was not severe enough to cause another such failure. If the plants have survived, the crop should mature within seven to nine months after flowering, and will be ready to harvest beginning November and on through January. After this, the difficult and highly skilled curing operation begins.

Anyone who is particularly interested in the subject of Vanilla should try to see the new sound, color movie, "Make Mine Vanilla," prepared by Dodge & Olcott, Inc. It tells colorfully and graphically the story of vanilla from orchid blossom to extract bottle. Portions of the movie were taken from films I made while on previous vanilla bean buying trips to Mexico during different seasons throughout the past few years.

The color and romance of both Mexico and the vanilla bean growing industry, are captured in "Make Mine Vanilla." Many details pertinent to the cultivating and curing processes are smoothly integrated with colorful Mexican scenes and interesting shots of Spanish architecture. An excellent sound track sets the mood and pace.

Unsettled world conditions prevailing today make for uncertainties in all business . . . and in fact reach even into private lives and leave their imprint on each individual, group and home. And whether or not the man, woman or child on the street is able to walk into his favorite pharmacy and order a large, luscious vanilla ice cream cone may not be of world-shaking importance . . . to those whose business it is to shake worlds.

Yet Americans, through their buying habits, have shown that vanilla flavors in every field where they are present, are a great, overwhelming favorite with them . . . and we of the industry and of the Vanilla Bean Association feel that the great favorite of a great people is important.

Therefore, despite uncertainties and obvious difficulties, we will continue our work of further promoting the use of pure vanilla, to the end that the product which flavors America's favorite foods will continue to be of the finest quality . . . and that most frequent demand made in soda fountains, candy stores, bakeries and confectionery shops will remain—"Make Mine Vanilla!"

## Flavor acceptance

(Continued from page 67)

under-estimated. The finest dough has, in itself, no appeal. You do not sell the dough. The flavor makes the sale.

Good water is plentiful and almost free to everybody. But, to the water, which we take for granted, add flavor and color and it then acquires, as if by magic, a new appeal and comes into demand as a beverage.

## New England club officers

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MAY, 1951

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**ITALIAN PIZZA**

1 box hot yeast roll mix  
1 cup canned tomatoes  
1 drained oil lettuce  
1/2 cup olive oil cooking oil  
1 clove garlic, chopped  
One tomato may be substituted

Follow directions for mixing hot roll mix. After dough has risen, divide in half, punch down and roll out into two 8" disks. Place in greased pans. Combine other ingredients and spread evenly over disks. Bake (indications) do not allow dough to rise again. Bake until browned. Do not let the pizza cool too long before serving.

1 tablespoon Durkee's  
seasoning  
1 teaspoon Durkee's rubbed  
salt  
Sprinkle with Durkee's  
black pepper  
2 tablespoons ground  
cheese  
1/2 cup tomato sauce  
Sprinkle with  
Durkee's

**GERMAN SAUERBRATEN**

5 to 6 pound chuck or  
brisk beef roast  
1 cup vinegar  
1 cup water  
1/2 teaspoon Durkee's whole  
black pepper  
1/2 teaspoon Durkee's whole  
cloves

2 Durkee's beef (fat)  
beef  
1/2 teaspoon Durkee's  
ground ginger  
1/2 cup onion, sliced thin  
1/2 cup onion  
Salt and pepper  
Mustard

Brown meat on all sides in hot shortening. Add remaining ingredients. Simmer with lid off and pepper. Cover brown meat and simmer about 2 or 3 hours (if necessary) until meat is tender. Add more water if necessary. Thicken gravy with flour for serving.

**HUNGARIAN CHICKEN PAPRIKASH**

4 or 5 lb. stewing chicken  
Salt to taste  
2 teaspoons Durkee's onion  
flakes  
1 teaspoon Durkee's paprika

1/2 teaspoon Durkee's  
ground onion, chopped  
1/2 cup paprika  
1/2 cup onion, sliced thin  
1/2 cup onion cream  
1/2 cup onion cream

Get chicken into serving size pieces. Salt lightly. Place in heavy skillet with water to cover. Add remaining ingredients. Cover and simmer. Cook slowly until chicken is tender. When ready to serve, add onion cream and heat. Serve at once.

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# ASTA meet will work — and play, too

**Rounded program of business and recreation set for 45th annual convention of America's spice men, to be held at Grove Park Inn**

Following last year's effective pattern, the country's spice men will once again "whistle while they work" when they gather at the Grove Park Inn, Asheville, N. C., for the 45th annual convention of the American Spice Trade Association.

The convention proper runs from Monday, May 14th, through Wednesday, May 16th, but many of the spice men and members of allied trades will arrive Sunday and leave Thursday.

Serious problems confront the spice industry, some of them arising out of the defense program. In addition to these new questions, such as price ceilings, the convention will also discuss continuation of the research and publicity programs, as well as market trends and trade matters, including amendments to the standard contracts.

Business sessions will be balanced by a full social and sports program, made possible by the exceptional facilities of the Grove Park Inn, which is set 2,500 feet above sea level in some of the most picturesque mountains in the country.

All day Sunday, arriving conventioners will be able to register in the main lobby of the hotel. An informal get-together at noon will be followed by luncheon in the main dining room, and at 3 p.m. those interested will leave by bus for an excursion to the Biltmore Estate, one of the Country's really fabulous mansions.

Dinner that evening at the Grove Park Inn will be followed by dancing to the hotel's orchestra.

Registration will continue early the next morning. At 9 a.m. movies will be presented, and at 9:30 ASTA President Harry J. Schlichting will rap the gavel to open the convention. On behalf of the convention committee, Chairman John W. Blake will welcome the delegates.

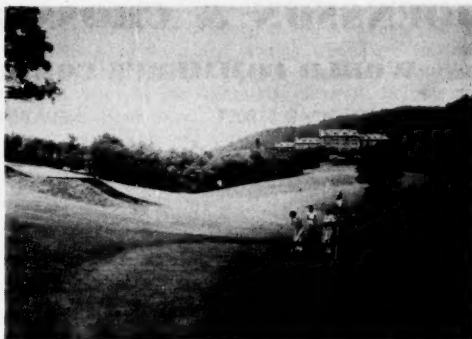
The first business session will be devoted mainly to ASTA's publicity and research programs.

Achievements in the publicity campaign since the last convention and plans for future activities along these lines will be presented to the meeting by M. L. Van Norden, chairman of the publicity committee, and by Bernard Lewis, president of Publicity Associates, Inc., public relations counsel to ASTA.

The association's research program will be reviewed by Dr. Arthur N. Prater, committee chairman. Significant advances in knowledge about some of the characteristics of spices, such as antioxidant qualities, have been made since the last convention through research sponsored by the committee.

After luncheon, which will feature a well-known speaker, the grinders will convene in a meeting chaired by T. Bernard Jones, of the R. T. French Co., head of the grinders' section.

Other conventioners will swing into the recreation program. Some delegates will get underway in the golf tournament, others will take advantage of the Grove Park Inn's facilities for tennis, riding or mountain climbing. A motor bus trip is also scheduled.



One of the nice things you'll find in those North Carolina mountains. Beyond the golf course is the Grove Park Inn, site of ASTA's 45th convention.

Monday evening ASTA moves into a unique convention pattern, one which allows business to be taken care of without clogging up the good daylight recreation hours. At 8:30 p.m., section meetings will be held, with Chairman Edward B. Polak handling the gavel at the agents' and brokers' session, while Chairman G. Leonard presides at the dealer's section. The grinders, too, will meet—that is, if their afternoon session leaves unfinished business.

While the men dig into trade matters, the ladies will play bingo, "horse" racing and other games. Then, at 10:30, everyone will get together for dancing.

Tuesday morning, movies will be presented at 8:45 a.m., and at 9:30 the convention will resume, with ASTA Vice President John J. Frank presiding. This session will hear reports by the contracts committee, the by-laws committee and the arbitration committee. If time permits, a forum will be staged, a feature which in the past has touched off warm discussion.

Luncheon, again with a prominent speaker, will be followed by resumption of the recreation program—and this time, the grinders, too, will have fun. Golfers have something in store for them, with nine-hole monkey golf and two-ball foursomes on the card.

In the evening, the men will carry on at the traditional ASTA stag bowling tournament, while the ladies play canasta and bridge. Dancing will wind-up the full day.

On Wednesday, the final day, the movies will go on at 9 a.m. Half an hour later, the meeting will reconvene, with President Schlichting presiding. Reports of officers and committees will be presented, and elections will be held of officers, directors and members, and arbitration committee for the coming year. The new board will then hold its first session.

Sports in the afternoon will see the tournaments completed, in time for a reception in the main lounge at 7:30 p.m. Then, at 8:00, the convention will move into its climax phase—the annual banquet and dinner dance.



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*Best Wishes to the 1951 Convention*  
**AMERICAN SPICE TRADE ASSOCIATION**

# "We've weathered unexpected problems"

By HARRY J. SCHLICHTING, President  
American Spice Trade Association

As the American Spice Trade Association approaches its 1951 convention, to be held at Grove Park Inn, Asheville, N.C., we are prone to look in retrospect upon the events of our fiscal year, just concluding. The year brought unexpected problems, but we have weathered them successfully. In association parlance, success is not measured financially but in accomplishments which result in a better way of life for the members of our industry and for the public at large.

We are fortunate to be in an industry whose products are happy ones. Spices give zest and meaning to food, and reward their users with the benefits of increased joy in eating and in living. Ours is a genuinely friendly trade, in which sellers, brokers, buyers and—best of all—competitors, cooperate to further the well being of all.

## Fun and business

Our year started on the banks of the Delaware, at Shawnee-on-Deleware, Pennsylvania. To these congenial surroundings our members, and their wives, came from as far away as California for fun and business, with the slogan, "Whistle While You Work." This was our second convention away from New York, and we found—as we did the previous year at the Edgewater Beach Hotel, in Chicago—that we doubled the numbers attending meetings and accomplished more business than at any of our many previous conventions, all of which had been held in New York City.

The mixture of fun and business cannot be illustrated better than by remembering how the double-talk king, Al Kelly, was introduced as a learned professor during the intense and serious session on contracts. Al brought a note of humor to the meeting. But was the business at hand accomplished? It was, and better than if we had played it straight all the way.

## Impact of Korea

It is incredible to think that last year's convention ended a full month before the Red invasion of Korea. The war, the involvement of our sons, its effect on our daily lives, seems to go back farther than a year. This year's convention cannot be as free from cares as was our meeting at Shawnee.

So far as the events of the year are concerned, those who read the "weekly 'Spice Letter' written by our indefatigable and ebullient executive secretary, Ernie Winter, are kept wittily abreast of week-to-week happenings in the association. Much of the personality of our association, not to mention the tremendous flow of work accomplished, can be traced right back to this tireless and efficient gentleman—who in his "spare time" doubles as our television star.

This does not pretend to be a summary of a year's work

on the part of an active association. Space does not permit me to recite the accomplishments of all our excellent committees, which are the backbone of the association. When reports are given at our next meeting, they may or may not reflect the tough work of the year behind us—sometimes until all hours of the night—but the work and the accomplishments are there. There may not be much glory in umpiring a difficult arbitration, or in attending a meeting and giving your best thinking to help the association move forward, but it is through such effort, or the lack of it, that an association lives or dies.

## Better insight

I am sure all of our members are making every effort to attend our annual convention at Grove Park Inn. They can be assured that our convention committee is hatching enough ideas to make the event worth while. It will be time well spent, in gaining a better insight into the workings of our industry, in meeting and greeting old and new friends, combined with a vacation and an opportunity to further our association and each and every one of its members.

There's a nursery rhyme that includes the words, "Sugar and spice and everything nice . . ." The American Spice Trade Association is driving toward the day when that rhyme will be paraphrased in daily life by the words, "There's bound to be spice in everything nice."

## ASTA OFFICERS, DIRECTORS

During this 45th annual convention of the American Spice Trade Association, you may want to refer to officers or directors. Here they are:

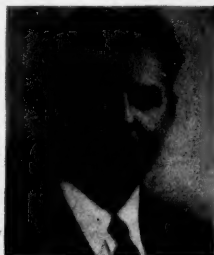
President, Harry J. Schlichting, B. H. Old & Co., Inc.; vice president, John J. Frank, The Frank Tea & Spice Co.; treasurer, Robert F. Sayia, A. A. Sayia & Co. Ernest H. Winter is executive secretary.

Directors whose terms expire in 1952: Lester W. Jones, McCormick & Co., Inc.; M. H. Rawjee, East India Trading Co., Inc.

Directors whose terms expire in 1951: William L. MacMillan, Woolson Spice Co.; Frank Wolf, Wolmet Raw Products Co.; T. Bernard Jones, The R. T. French Co., chairman, grinders' section; G. Leonard, Van Sillevoldt, Inc., chairman, dealers' section; Edward B. Polak, Polak Trading Co., Inc., chairman, agents' and brokers' section.

On the arbitration committee, serving for one year, are: L. J. M. Wezenaar, Catz American Co., Inc.; E. H. Sennhauser, Volkart Brothers, Inc.; William E. Squires, McCormick & Co., Inc.; Arthur G. Dunn, of the firm bearing his name.

Alternates are C. H. de Jong, C. H. de Jong, Inc.; S. R. Van Gelderen; Paul D. Hursh, Durkee Famous Foods; John W. Blake, Charles T. Wilson Co., Inc.; and Karl H. Landes, Karl H. Landes & E. Balint, Inc.



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# The spice year

By **ERNEST H. WINTER**, *Executive Secretary  
American Spice Trade Association*

(Here's a review of the spice year since the last convention, taken from what might be called "on the scene" reporting—the weekly Spice Letters of the American Spice Trade Association.

Spice men, understandably, have come to look forward eagerly to these weekly letters. The reason is the reporting of Executive Secretary Ernest H. Winter—knowing, useful, and charged with a dry, delightful wit.

Coming from this source, the review has a current, of-the-moment freshness—and a Winterian edge—no cut and dried summary could ever possess.—Ed.)

## Convention

In reporting briefly the 44th Annual Convention at Shawnee Inn, it might be well to start with an acknowledgment of compliments received before we left. Three members of the Shawnee Inn staff, unsolicited, made the following observations, each with differing words but identical implications: "It was the most orderly convention, the most on-time convention and all round the nicest-people convention the Inn has ever had." Praise indeed. Shawnee, ASTA thanks you.

## Mid-year report from college

Last January, (1950) the Hormel Institute of the University of Minnesota started a research project on the antioxidant or preservative properties of spices, made possible by a fellowship established by this association under the direction of our research committee. Copies of the Hormel report of progress during the first six months are available at this office to those interested in a somewhat, but not overly, technical document.

For those less scientifically inclined, we quote a release, based on the report from our publicity counsel to their outlets, who in turn will reach what we conservatively estimate to be an awful lot of people:

"That spices help prevent the deterioration of fats in food, a fact suspected for centuries but never before verified by modern science, has been proved by studies made at the Hormel Institute of the University of Minnesota, according to a report issued by the university.

"Seventy-seven samples representing 32 spices were tested, with the result that, 'Virtually all samples tested showed at least some antioxidant activity; in a few cases, the antioxidant effects were very pronounced.'"

## ASTA in Asheville

Up with the hillbillies, about 2,200 feet above the State of North Carolina, is the busy little City of Asheville. A few hundred feet above that towers the Grove Park Inn,

looking out over the famous Smoky Mountains as far as the mist or clouds allow.

There the committee has arranged to hold the annual meeting and convention of the American Spice Trade Association on May 14th, 15th, and 16th. Members will arrive Sunday the 13th and leave on Thursday the 17th.

## Liaison

There is a movement on foot, started by the liaison committee, to parallel by practical tests the present scientific research projects which are delving into the physical attributes of spices and the taste values of natural spices as compared to spice substitutes. The committee hopes to induce processors in the meat, baking and pickling trades to cooperate in this project, which will supplement the scientific research on the same subject which the association is sponsoring at present. And so we go.

## Hear Ye! Hear Ye!

In accordance with a resolution of the membership at the annual meeting at the Shawnee Inn, Shawnee-on-Delaware, on May 24th, 1950, the board of directors has called a special meeting of the association to be held at the Astor Hotel in New York City on October 26th at 2:00 p.m. The subjects to be considered are: 1. Amendments to the by-laws; 2. Amendments to the Standard Contracts; 3. Establishment of standard specifications for spices and spice seeds.

In accordance with Article VI, Section 2 of the By-Laws, nothing else will be considered at this meeting.

## No time for his own business

Two years ago, before the convention in Chicago, we published a list of 22 ways to break up an association. This list pointed out, tactfully, how illogical it is for anyone to complain to the world in general about association matters but not at meetings where he can present his ideas and opinions to some purpose. Now comes a telephone call from a member who takes violent exception to some of the proposed changes in the standard contracts. Upon being reminded that there is a meeting of the association on October 26th for the particular purpose of registering adverse opinions, the gent said he has "no time for meetings." So?

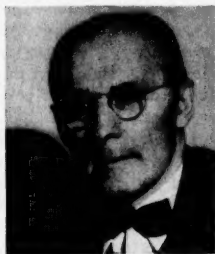
## Terrific, terrafic, terrubles

The traffic committee, under the chairmanship of William J. Brown, of the Frank Tea & Spice Co., is presenting a verified statement to the Interstate Commerce Commission urging them to write uniform and equitable rates for the transportation of spices through our counsel, Messrs. Walter Burchmore & Belnap, of Chicago.

## Pow-wow

At 2 p.m., the special meeting of the association brought 69 representatives of 62 firms which, so far as records show, was as large as any previous business meetings of the American Spice Trade Association. The only special meetings

(Continued on page 84)



# CSA salutes ASTA

By **LIONEL H. MILLEN**, *President*  
*Canadian Spice Association*

As president of the Canadian Spice Association, may I first state that my directors and myself appreciate very much the opportunity of extending to all members of the American Spice Trade Association our warmest greetings and best wishes for a most successful and happy convention at Asheville, N.C.

We are a small association, with a membership at present of 44. All members are either spice grinders, importers or brokers. From time to time, the question of increasing membership by adding allied interests has been suggested, but always the decision has been to retain only the body for which we were formed.

We are a young association. In 1942 the Canadian government took control of imports of many items. The Wartime Prices and Trade Board was formed to control imports and prices. A deputation of spice millers waited upon this board. One of the first questions asked was, "Have you an association?" Any negotiations would have to be with an association representing the trade throughout Canada. Immediate steps were taken to form an association.

The inaugural meeting was held June 25th, 1942. A constitution was approved and a board of directors elected. The board elected Fred T. Moore and K. I. Litster, both of Toronto, as president and secretary respectively.

The objectives of the association were: "To foster and promote a feeling of fellowship and goodwill among its members; to advance the welfare of the spice trade in Canada." In 1945, to the second objective, were added the words, "and the commonly associated lines."

In 1944 our association was accepted as a non-resident member of the American Spice Trade Association. Besides being regularly supplied with bulletins, we have to acknowledge with thanks their supplying us with speakers at two of our annual meetings—J. Bosley Bond at our first annual, held in Montreal, June, 1943, and I. B. Catz at our fifth annual, also in Montreal, June, 1947.

## Great assistance

The association has through the years been of great assistance to the spice trade in Canada. Besides its contacts during the war years with the Wartime Prices and Trade Board, its meetings with other government departments have arranged standards for such items as poultry spice, poultry salt, and celery items. Among the allied items might be mentioned peanut butter and wet mustard. As an association, we definitely feel that at any time matters have to be discussed with various government departments, we can do so with a far greater consideration than would be possible by a body of individual spice men.

Every member feels that the greatest good that has grown out of our association is the living up to the first objective. Today millers, importers, and brokers are one happy family—a far cry from the old days, when millers had no good words for each other, and worse thoughts. The same applied to importers and brokers. Today things are different. Everyone is open and above-board with each other, Christian names only are used, we meet with happy smiles and greetings, and discuss matters quite frankly. A really remarkable atmosphere of goodwill and good-fellowship has been created, which we doubt can be duplicated in any other trade. The magic that can be performed in cooking by the use of our products has worked itself into the character and temperament of the individuals.

## Recollections . . .

To Fred T. Moore and K. I. Litster, who in the formation of our association must have spent hours and hours of valuable time, the spice trade of Canada will ever hold a great vote of gratitude.

On March 2nd of this year, I started my 50th year in business. From the first I was most interested in spices. I believe I can claim to be the first to import direct from producing countries. Up to this time, Canada's requirements were practically all purchased either in London or New York.

At the same time, I made several contacts with New York, the first being with John Kissock & Co., who some may remember. Ben Old, with Kissock's at the time, and another chap named Wallace, were put in charge of me on my first New York visit. They certainly did a good job of showing me the sights. It was with great regret that I learned of

(Continued on page 88)

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# *Greetings*

to the 45th Annual Convention

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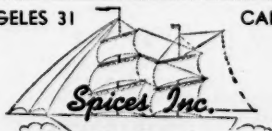
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Grove Park Inn's giant fireplace

### The spice year

(Continued from page 79)

that members recollect were those which took place in the association rooms, and for which only frantic telephone calls eventually collected a quorum of 20.

### Harvest festival dinner

Even before seven o'clock, members and guests started gathering for the reception to food writers. The reception committee, Mr. and Mrs. President Schlichting, Mr. and Mrs. Vice President John J. Frank, and Mr. and Mrs. Treasurer Bob Sayia, welcomed the guests, as did the waiters with trays of champagne and high balls.

The principal entertainment was, of course, the square dancing led by the peppy, fluent, and enthusiastic Elisha Keeler. Eight teen-age school boys and girls went through the intricacies of the square dances. They gave the exhibition "just because they liked square dancing," and it was a refreshing sight to see the kids doing their stuff.

### Pop goes the weasel

The Hormel Fellowship established for the study of the antioxidant properties of spices is to be continued for another 12 months. The progress of this program has been satisfactory enough to warrant an expenditure 50 per cent larger than last year. The medical aspects of spices are not being neglected, and in time will no doubt become a major part of the program. There is also a project on foot at the Massachusetts Institute of Technology to determine the effect of refrigeration on spices, and we are cooperating to the extent of furnishing the spices needed for experimentation.

Our part in this program is not large, but could lead to further participation at a later date.

And that's the way the money goes.

### Joint meeting

Sooner than was expected, a joint meeting of the executive committees of the three sections was called for Tuesday, November 21st. The occasion was the receipt of a cable from the Pepper and Ginger Merchants Association, Bombay, India, protesting against ASTA Standard Specifications as established at the Special Meeting of the Association on October 26th. If this combined meeting recommends any change in contracts or in standard specifications, it will be necessary to call a special meeting.

### Pepper and munitions

At the instigation of the executive committee of the Grinders Section, we asked the Munitions Board in Washington how much pepper they held in stock and why. They replied under date of November 24th as follows:

"In response to your letter of 17 November 1950, we cannot disclose the amount of black pepper being held in the stockpile. However, it is so nominal as compared to the current rate of United States importation and use that disposal of it in the trade would not significantly affect a shortage of supply which might exist at the time."

### Jumping the gun

With the ever-increasing threat of government controls fairly well upon us, the government liaison committee has been alert and gone to work. There has been no directive from Washington, but the committee has decided that what-

(Continued from page 88)

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# What to know about cassias

By DR. KARL H. LANDES, President

Karl H. Landes & E. Balint, Inc.

In the first part of this article, I discussed the botanical origin, growing areas, harvesting, cleaning and packing of various cassias. I shall now attempt to describe the different grades of cassias, sold on this market under various names.

## Extra selected and selected China cassia

"Extra selected" and "selected" China cassias are grown in the Kwangsi and Kwangtung provinces of China (latitude 21° and longitude from 109 to 116°). The cassias are to be found in the north, on the lower plains of the mountainous border of the two provinces. The appearance of the trees would immediately indicate that this is the poorest grade of cassia, inasmuch as the barks are much thicker than other grades. They also lack in aromatic flavor.

In this area, the trees are stripped twice yearly. The bark itself is coarser than other cassias, and the cracks in the bark attract insect filth and the free-flowing sand and dust peculiar to this region. The quality of this cassia is known commercially as China cassia or cassia Lignea.

Naturally, the stripping of the bark is done so that as great portion as possible remains in rolls. However, as pointed out above, this bark is thick and brittle and thus a great deal of it is invariably broken up. Therefore, after cleaning and preparation for the market, this cassia is sold in three different grades.

The rolls are called either Canton rolls or China rolls. The broken pieces are sold either as "extra selected" China cassia or "selected" China cassia. The differences in aromatic flavor between these last two grades is very slight, the distinction being merely in the thickness of the bark. The thick bark is known as "selected broken," and the thin as "extra selected broken."

It is interesting to note that the volatile oil contents, by modified steam distillation, is approximately 1.2 per cent extra selected China cassia, while the selected runs at 1 per cent.

The marketing place for these cassias is Luk Po. From here the goods are usually sent to Canton, which is why the cassia rolls are sometimes called Canton rolls.

We frequently receive shipments of Canton rolls which are scraped. This is done to enable them to be passed by our Federal Security Agency in whole form. The rolls are more readily marketable for export purposes than the broken pieces.

## Kwangsi cassia

Kwangsi cassia is produced on the mountainous border of the Kwangsi and Kwangtung provinces. The best quality is grown in the central border of these provinces (22 to 23° latitude and 111° longitude). Inasmuch as this quality of cassia is grown in the higher regions of the mountains, the bark is thinner and the trees more slender. Kwangsi cassia is of the same family as cassia Lignea, and the only botanical difference we can see is that the bark is a much darker color, and not as coarse and

## Second article of a series



American Spice Trade Association  
Bundling cassia rolls in China

rough on the outside as the cassias previously described.

Because of the slender trees and darker color, Kwangsi cassia is frequently used in adulterated Honan cassia, and some of very dark colored Kwangsis have recently been found by the writer in so-called Saigon medium cassia. For this reason, in recent years Kwangsi cassia has seldom been offered to the United States, as this cassia is readily adapted for adulteration.

The writer, searching through records of 20 to 30 years ago, found some quotations for Saigon No. 2 quality, and through correspondence with a very long-established Chinese house, it was discovered that Saigon No. 2 was nothing but selected dark colored Kwangsi cassia rolls.

There is no question in the writer's mind but that the Kwangsi cassia is superior in aromatic flavor to the Canton or extra selected cassia, as various tests on Kwangsi cassia have proved that the volatile oil contents sometimes run as high as 2 to 2½ per cent.

During 20 years of experience in analyzing, collecting and experimenting with various botanicals, I have found that fruit grown in high mountain regions generally has a better aromatic flavor than the same variety grown in the lower areas of the same region. The most striking and widely-known example of this phenomenon is the grape. This, to me, has always been a mystery of God and nature.

Kwangsi cassias are usually shipped from this market in rolls and, quality-wise, are divided into three grades—thin, medium and thick. The selection, naturally, is according to the thickness of the bark.

## Honan cassias

In spite of its name, the well-known Honan grade of cassia is not grown in the Honan province which, incidentally, does not produce any spice at all. Honan cassia

(Continued on page 87)

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Continued scarcity,  
with high prices,  
likely for major spices

By **ALFRED JOENSSON**, *Manager*  
*Joensson & Cross Division*  
*World Commerce Corp.*

The price outlook for some of the major spices is still uncertain, but present appearances indicate there will be continued scarcity with attendant high prices on pepper, clover and ginger, plentiful at present, but uncertain as to the yield of the new crops.

**Pepper, black and white:** The imports of the last four and a half years, and the average import costs, compare as follows:

Year	Quantity	Black	White
1947	18,126 tons	36½¢	45¢
1948	13,320 tons	44 ¢	58¢
1949	11,949 tons	82 ¢	110¢
1950	14,848 tons	140 ¢	209¢
1951	4,268 tons	—Unknown—	

The estimates for this year's Malabar crop vary from 18,000 tons to 22,000 tons, but the lower figure seems perhaps more probable. However, an Indian friend of ours of many decades, whose judgment we value very greatly, wrote recently as follows: "Regarding the new crop, we still maintain our estimate of 22,000 tons minimum, though others differ from us in either way."

While arrivals in U.S.A. ports during January-March were about 800 tons ahead of last year, the trade here thinks that buying by the government for the Armed Forces has absorbed this excess. Conflicting ceiling legislation has made it difficult for importers to function adequately, and the predicted change-over to a ceiling based upon cost and pre-Korean profit mark-up may alleviate the situation.

General market opinion seems to favor the prospect of still higher prices and continued scarcity during 1951. Present annual world consumption is estimated at 27,000 tons, which is about half of prewar normal consumption.

**Cloves:** Greatly increased consumption in the Far East and inadequate ceilings here have made it difficult, if not impossible, for dealers to stock up on this article. It is, however, possible that the new profit mark-up ceiling will alleviate such scarcity. Until the new crop arrives in Zanzibar during August-October, there does not seem to be much relief in sight from the present scarcity and resultant high prices, but Zanzibar has already declined to our present approximate ceiling of 45 cents per lb.

**Ginger:** The crops are being marketed now, and in general it seems very probable that this commodity in all its various grades will remain comparatively scarce this year and high in price. There are no reserve stocks of any consequence from previous crops, either here or in the various production centers abroad.

**Red Pepper:** Heavy domestic crops during 1950 in Carolina and Louisiana, as well as in Japan, have driven prices down to about half of last year's level. The large plantings domestically in 1950 were due to a restriction

COFFEE AND TEA INDUSTRIES

of cotton acreage under the agricultural support program. This year unlimited cotton plantings are permitted, and in view of present high cotton prices, it may be doubted that the 1951 plantings of red pepper will be heavy. If the plantings should be light higher prices may be seen later in the year.

#### What to know about cassias

(Continued from page 85)

is grown on the high mountains on the border of Kwangtung and French Indo-China and also on the frontier at the extreme south, between Kwangtung and Kwangsi, near a district called Tung Hing. (The geographical location is  $21\frac{1}{2}^{\circ}$  latitude and  $108^{\circ}$  longitude.)

The producing district of Honan cassia is so near Yunan province that for many decades merchants in Hong Kong were convinced this cassia came from Yunan. As a result, there was no alternative but to call it Yunan cassia, and it was so sold in this market. Because of its extremely good flavor, as cheap cassias go, it became an immediate success in the United States market and is today the most sought-after cassia by the grinders.

Naturally, stiff competition developed to cope with the demand, and very soon we received adulterated Yunan cassia. Some of the Chinese merchants saw fit to adulterate the Yunan grade with scraped Kwangsi cassia grown only 50 miles north of this province. The result was not only disastrous, but the name of Yunan lost its glamor and Yunan cassia could not be sold in this market. To counteract this situation, shippers who were supplying the genuine grade of cassia from this district had to find another name for it, and began to ship it under the name of Honan cassia, to distinguish the quality from the adulterated Yunan.

From various letters received from friends and universities in China, I understand that the trade name of Honan cassia came into being about 30 years ago, and it is interesting to relate that the best grade of this cassia comes from the district of Tung Hing mentioned above.

#### Origin of "Honan"

I am not positive, but it would appear from the information I have received that my Chinese friends are of the belief that the name was derived from an island lying to the extreme south of Tung Hing, which is spelt either Hainan or Hoinan. Sailors who transported this cassia to Hong Kong for further processing nicknamed the island Honan. This, then, explains the origin of the name. There actually exists a Honan district in China, situated approximately 1,000 miles northeast of this province, but to the best of my knowledge, no cassias are grown there.

The stripping of the so-called Honan cassia is done twice yearly in the producing district. Arrival of the Honan new crop is during May-June and the second crop during October-November. Honan or Yunan crops of cassias are sold in this market in rolls and broken pieces. Furthermore, the rolls and the broken pieces are either scraped or unscraped.

The scraping of the Honan barks was begun as an extra precautionary measure to ensure that the merchandise would arrive in the United States in as clean a condition as humanly possible, without sand and dirt in the cracks, and generally to produce a powdered "cinnamon" which

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would not taste "woody," an undesirable characteristic.

The writer has himself analyzed cassias in rolls and broken, and on the average we can say that the volatile oil contents, steam distillation, of these cassias should run for the rolls from 2 to 2.75 per cent, and for the broken, from 2 to 2 1/4 per cent. The refractive index on unadulterated Honan or Yunan, grown in the district outlined at the beginning of this article, should read between 1.5830 and 1.6020.

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By J. W. PARRY

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### The spice year

(Continued from page 84)

ever the controls are, it will certainly be necessary to prove the essentiality of the spice industry if our members are to be granted priorities for any of the various phases, such as manpower, materials, transportation, etc., etc.

During World War II, the association established the essentiality of spices officially and, modeled on the brief used before the Manpower Commission at that time, are now preparing another under advice of counsel. The committee believes that by the time this is completed, there will be definite indications of where it can be used to the best advantage. Then, if and when essentiality is established, for one purpose, it should serve to cover the requirements of any government agency.

#### New projects

There will be a new release—"Spice of Life—Radio and Television" monthly, in addition to the present "Spice of Life," which has attempted to cover all publicity media—press, radio, and television. This was done in the interest of economy, although the requirements for press differ from those of radio and television. In other words, it is necessary to prepare one type of material and one style of writing for press, and a completely different approach for radio and television.

#### Morale fillip

We take pleasure in quoting a letter from a non-member who was nice enough to write us after ordering a few copies of "Spices." He writes: "We want you to know that we consider this one of the most valuable books that we have ever been able to obtain for our salesmen, and it is something that we have been looking for for a good many years."

A word of appreciation certainly warms the heart and smugs up the morale.

#### More new stuff

The publicity program for 1951 takes into account the growing force of television as a publicity medium. Display sets of 18 spices, herbs, and seeds, in suitably labeled jars are mailed to the nation's leading television home and food shows, to be used for display purposes, and for demonstrating recipes. These sets are not sent indiscriminately, but are placed by personal contact either through the mail or telephone.

### CSA salutes ASTA

(Continued from page 80)

Ben's passing in 1946.

Another connection was with Arnhold & Co., Inc. I remember when they chartered sailing schooners to bring shipments to New York to save on the freight, and I helped out with the odd car or so.

There is one connection I had with New York that I value most highly, H. P. Winters & Co., Inc. I well remember the first time I met the father of the present Winters, to my mind one of God's real gentlemen, if there ever was one. My family and myself look upon Ernest H. Winter, the present executive secretary of the American Spice Trade Association, as a valued friend.

To the spice trade of the U.S.A., I extend the most cordial greetings from your Canadian counterparts. May the essence of goodwill contained in our products be present throughout all your meetings! May they be most successful and helpful!

COFFEE AND TEA INDUSTRIES

### Vanillin tops supply pinch

(Continued from page 58)

mentioned more often than any other product as the third most important raw material for which the flavor maker spends his purchasing dollar.

More than 71 per cent of the respondents put essential oils among their top five raw materials, from the viewpoint of dollar expenditures.

Mentioned more often than any other essential oil was oil of lemon. Among the other oils noted were orange, peppermint, almond, cassia and cloves.

In addition to the raw materials mentioned, second place listing was given by smaller segments of the respondents to coumarin, citric acid, cocoa and fruits and berries; third place to sugar, berries and miscellaneous aromatics; fourth place to coumarin; fifth place to propylene glycol and coffee.

Coffee also showed up, in one instance, as the single most important raw material, dollar-wise.

Additional details were gathered on essential oils, through the question which asked flavor makers to indicate which of these oils they bought most heavily.

As was true last year, oil of lemon was easily the leading oil in this respect. Slightly under 58 per cent of the respondents gave it top listing, another 23 per cent gave it second place.

The next most important oil was orange, listed first by 31 per cent and second by 42 per cent.

Probably both the lemon and orange proportions are actually slightly higher, since a number of the respondents, instead of listing the oils specifically, merely indicated "citrus oils."

Other essential oils among the two which flavor makers buy most heavily are almond, lime, peppermint and cassia.

Vanilla continues to be the flavor maker's best seller. In fact, this flavor was listed in top position by 86 per cent of the respondents, a fraction up from the figure reported in last year's survey in answer to the same question.

Less than 49 per cent of the replies gave lemon second place among the best sellers, in this case a substantial advance over last year. Almond won a surprisingly strong vote as the third biggest seller. It was named for this position by 34 per cent of the respondents.

Other flavors listed by the extract makers as among their three best sellers were orange, lime, coffee, true fruit flavors, and—again—some too-general listings, such as "citrus."

### Flavor men optimistic

(Continued from page 59)

reported that their profits so far this year were better than last year. Compare this proportion with the 86 per cent who foresee better business, and with the 76 per cent who noted increased volume.

Nearly half the respondents, 47 per cent, declared their profits had been worse so far this year, compared to last. About 17 per cent said their profits were about the same. The others asserted they couldn't say, as yet, how their profits would measure up.

Flavor extract makers definitely cannot be lumped with those businessmen who are ready, at the drop of a hat, to lambast anything and everything that comes out of Washington, on the grounds that nothing Washington does can ever be good.

#### Price controls

Asked about the price control regulation as it affects the flavor extract industry, respondents did not, somewhat surprisingly, leap at an opportunity to cry, "Unfair!"

The fact is, flavor makers are waiting to see how the regulation works out before making up their minds. More than 81 per cent of the respondents said they didn't know yet whether the price regulations, insofar as flavors were concerned, were equitable or inequitable.

This attitude should lend considerable weight to any opinions on price control which the industry might put forward in the future. Obviously, such opinions will be carefully thought out and well founded.

Those respondents who did note a definite opinion were about equally divided between the viewpoint that the price freeze was equitable and the conviction that it was not.

#### The "why"

In some instances, reasons for the conclusion that the price controls were equitable were stated quite clearly. One respondent put it this way: "Our prices were adjusted to current costs when the freeze came."

Those who thought the controls were inequitable were equally explicit. One opinion, representative of many of the others in this category, was that raw materials were going up in price and cost of production was moving materially higher, yet no provision existed for ceilings to reflect such changes.

Another opinion, also somewhat frequent in these replies, was that the price control set-up was poorly organized. "As usual," one respondent added.

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# New York News

■ ■ Wonder how many Front Street coffee men, walking to their offices from the station, found themselves at the foot of Wall Street last month, much to their surprise? The area sure looks different, with the South Ferry leg of the El gone, after all these decades. You can really get a good look at the New York Coffee & Sugar Exchange building now.

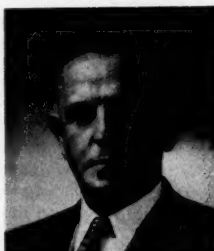
■ ■ Elmer B. Florance, who since 1943 has been secretary of the Green Coffee Association here, is resigning as of June 1st. He is forming a company which will engage in the importing and jobbing of coffee. The headquarters of the new firm will be located in the coffee district. Before taking the post, Mr. Florance was connected for many years with the New York Coffee & Sugar Exchange.

Arthur A. Anisanel, president of the association, in announcing that the board of directors had accepted Mr. Florance's resignation with regret, said a committee of three had been appointed to consider a successor. On the committee are W. H. Lee, T. R. Korbin and C. T. Ney.

■ ■ The Montauk Manor weekend of the Green Coffee Association (June 22nd-24th) looks like it's going to be just about the biggest three-day outing the industry here has ever held. One reason may be that the Montauk Manor is a surprisingly sumptuous resort, with a lot of old world charm, yet modern where you want it to be. It has facilities for golf, deep sea fishing, surf fishing, fresh water fishing, riding, tennis, beach swimming and pool swimming. From what we hear the committee in charge—John Cargill, Durand Fletcher, Arthur Pfeiffer, Henry Scheffer and Jim Sullivan—are planning for the weekenders to take full advantage of these facilities.

Of course, there'll be indoor social activities, too. Which brings up a thought. Will Henry Scheffer be able to do another "Coffee, Coffee, Coffee"?

■ ■ A lot of the local coffee folk will



Harold I. Hall

be getting into trim for the Montauk Manor weekend at the one-day outing of the green and roast trades at the Hackensack Golf Club, Oradell, N. J., on June 12th.

In charge of the event, for the roasters, are Simon Auskern, Jerome S. Neuman, Fred Kohn and Robert B. Sassee; for the greens, James P. Norton, Edward J. Washa, George Sassee, James P. Sullivan and Durand Fletcher.

Golf and the green-roast softball match will be followed by dinner in the evening.

■ ■ Edward J. Washa, head of the coffee department at Wessel, Duval & Co., Inc., has been promoted from assistant secretary to assistant vice president of the firm. Mr. Washa has been with the company, in the coffee department, for about 15 years.

■ ■ At a recent meeting of the stockholders of Hard & Rand, Inc., Arthur A. Anisanel, vice president, was elected a director of the corporation. At a subsequent board meeting, H. C. Sonne was elected chairman of the board, and N. L. H. Roessler was named president.

■ ■ Apart from smoke abatement attachments on roasters, there are other reasons why the aroma of freshly roasted coffee may become less noticeable hereabouts. The other reasons are moves by some of

the roasting firms away from the district. We've reported the move already made by Jos. Martinson & Co., Inc., to the other side of town, and the move Arnold & Aborn will make to New Jersey when their new plant is completed. Now comes word that the Old Dutch Coffee Co., headed by Frederick R. Kohn, has purchased a 40,000-square-foot plot in Long Island City to build a one and two-story building which will house the firm's executive offices and factory.

■ ■ The Gillies Coffee Co., which was recently burned out at its plant at 235 Washington Street, is taking steps to reestablish its business in that building. Construction is now underway and machinery is being installed to make the premises into a modern, efficient plant. Gillies has been located there for 111 years. That's right—111 years! David Schoenholt, energetic president of the firm, is keeping things going while the plant is being readied.

■ ■ Harold I. Hall, placed in complete charge of the rapidly expanding restaurant division of Arnold & Aborn, Inc., has been elected a vice president of the company. As was noted here last month, Mr. Hall was formerly general manager of the New York division of the La Touraine Coffee Co., and before that was associated for many years with the coffee division of Standard Brands and the W. S. Quimby Co., in New England. Born in Newport, Vermont, Mr. Hall is a resident of Maplewood, N. J.

■ ■ Leonard M. Zuckerman has joined The Harrison Co., as assistant plant manager, President George Harrison announced last month. Mr. Zuckerman was previously with Standard Brands, Inc., and has been active in the production of soluble coffee and soluble tea. He holds a master's degree in chemical engineering, as well as a bachelor's degree in the same field.

Mr. Zuckerman complements The Harrison Co.'s technical processing staff and will be primarily concerned with coffee extraction and dehydration, Mr. Harrison said. The company has experienced a decided upturn in demand for processed coffee, he reported.

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# San Francisco Samplings

By **MARK M. HALL**

■ ■ Paulo Prado, of Prado Chaves Cia, Santos, was in San Francisco last month with his wife Vera. They were entertained lavishly by a number of prominent coffee men. Bill Burch of Ruffner, McDowell and Burch, Inc., visited the trade with Mr. Prado and later tendered Mr. and Mrs. Prado a cocktail party at the Clift Hotel, with his firm acting as host. It was attended by many members of the trade.

Later came a party at the Menlo Country Club, with E. A. Johnson, Jr., of the E. A. Johnson Co., acting as host. Among those on hand were Mr. and Mrs. Ed Manning, of Mannings, Inc., Mr. and Mrs. Cedric Sheerer, of Ruffner, McDowell and Burch, Inc., Mr. and Mrs. William Seely, of J. A. Folger & Co., Mr. and Mrs. Robert R. Richardson, of the Ruffner, McDowell and Burch, Inc., Mr. and Mrs. John Castleman of the Weldon H. Emigh Co., Inc., and Mr. and Mrs. Norman Johnson, brother of E. A. Johnson, Jr.

Finally, a dinner party at Jacks was given by Mr. and Mrs. Peter Folger, of J. A. Folger & Co. for the Prados. Among those present were Mr. and Mrs. Harold Gavigan, of B. C. Ireland, Inc., Mr. and Mrs. James DeArmond, of J. A. Folger & Co., Mr. and Mrs. E. A. Johnson, Sr., Mr. and Mrs. Oswald Granicher, of Ruffner, McDowell and Burch, Inc., and Robert R. Richardson, of the same firm.

■ ■ E. A. Johnson, Sr., of the firm bearing his name spent a vacation in

New York City last month with his wife. He was under the advice of his doctor to keep away from Front Street. Ed needed a rest. Added to all the difficulties in the coffee trade in these times, he had the problem of adjusting himself to the loss of his right-hand man and close friend, John Roddy.

■ ■ W. A. Ehrhardt, of the Alexander Balart Co., recently spent a vacation in the Hawaiian Islands.

■ ■ Walter K. Bowker recently joined the industrial machinery division of the Moore Dry Dock Co., Oakland, engineers, distributors and manufacturers of the new Moorspeed Coffee Mill and Moorspeed Rolls, mill machinery and equipment. As a member of the industrial division, headed by Arthur Anderson, Mr. Bowker will call on the coffee and milling industries in California. He will work directly under Charles J. Alciati, assistant engineer. Mr. Bowker is a graduate of the University of California. He was discharged in 1946 from the U.S. Navy, as a lieutenant, junior grade, after three years of service.

The Moore coffee corrugation rolls are made of the very finest hard alloy steel, using cutting instruments of their own manufacture to insure greater precision. They can furnish one roll or a battery of them, including the "three stage" Moore Speed Coffee Mill, with three grinds, producing coarse, medium or fine. Inquiries about these mills have come from all parts of the

United States and elsewhere in the coffee world. In good part, this interest has been stimulated by the original and effective advertising copy and publicity furnished by R. C. Marble, their advertising agent in San Francisco.

■ ■ Mr. and Mrs. James A. DeArmond gave a cocktail party last month in their new home to members of the green coffee trade. The occasion was the completion of a beautiful home in Claremont Pines, Oakland, at a point from which they can enjoy a wide sweep of the Bay and also overlook the green of the Claremont Country Club golf course.

■ ■ The Seafarer, Pope & Talbot's coffee ship in the Pacific-Argentine-Brazil Line, brought in 100,755 bags of coffee last March, a record load for the postwar period.

■ ■ It was learned in San Francisco that Archie Cook, of the Cook-Tea and Coffee Co., Salt Lake City, is erecting a new plant under the supervision of Jabez Burns & Sons, Inc. A growing business necessitated the expansion.

■ ■ Tom Halpin, of Certified Grocers, spent a few days in San Francisco recently. They are about completing the construction of a large roasting plant which may be ready for operation the latter part of May.

■ ■ B. D. (Bert) Balart, formerly one of the partners of the Alexander Balart Co., visited this city for three or four weeks recently. He makes his home in Glendale. He was accompanied by his wife, and visited old friends in the trade.

■ ■ Harry S. Scott, president of the General Steamship Corp., Ltd., and Ray Winquist, of the same company, recently returned from a tour of

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Europe in which they made a study of conditions and visited the offices of their company. Their return was made on the *Liberte* of the French Line, which they represent in this country. On the same ship was the president of France and the president of the French Line. Mr. Scott stated that high costs are compelling high rates, making it difficult for the shipping man on the Pacific Coast.

■ ■ Bill Roussel, of Hard and Rand, Inc., New Orleans, has made reservations for the convention at Del Monte. He will be in San Francisco before leaving for Pebble Beach, and it is a good guess that he could be found at that time on Front Street with his old friend, Harry D. Maxwell.

■ ■ The San Francisco Coffee Club held its pre-convention tune-up, golf meet at the Olympic Club's course at Lakeside last month. Some of the younger men, hoping to attend the convention, never know when "the finger" will be put on them. So, as preparation or a consolation, they attended the Coffee Club's meet in force. The usual round of golf was followed by a banquet and entertainment. Jack W. Schimelpfenig, of S. L. Jones & Co., acted as chairman of the event, assisted by Ernest A. Kahl, of the Joseph G. Hooper, Jr., Co.; Warren Kludt, of A. Schilling & Co.; Tom Duff, of Leon Israel & Bros., Inc. The president of the San Francisco Coffee Club is Morris Buckingham, of Alexander Balart Co.

■ ■ Hans Martin, of the Western Tea and Bag Co., San Francisco, is away on a trip to Germany, to visit his mother, who is 92 years old.

■ ■ Phillip Hellyer, of Hellyer & Co., Chicago, passed through San Francisco on his way to Japan to be present in that country during the green tea season. While in San Francisco, he spent some time with Edward J. Spillane, of the G. S. Haly Co., their Coast representatives.

■ ■ Paul Ahrens, of Irwin-Harrisons-Whitney, Inc., left during April for Shizuoka, Japan, to be there during the green tea season. It will be a matter of three or four months before Paul returns.

■ ■ The Tea Council held a luncheon meeting at the Saint Francis Hotel San Francisco, to discuss Iced Tea Week, and to lay before packers' salesmen and executives the advertising and promotion plans for the season. Luncheon plans were worked out in collaboration with the Western States Tea Association. A large attendance at the luncheon seemed to assure every effort to make Iced Tea Week and subsequent promotions a success.

■ ■ Charles Montague, of the M. J. B. Co., attended the Tea Council's meeting in Los Angeles last month.

■ ■ Fred Bond, of Leechman & Co., Colombo, recently retired. On his way home to England, where he will live, his ship stopped off at Capetown, South Africa. In looking over the city's newspaper, the *Cape Argus*, he saw a picture of the members of the

United States Board of Tea Experts holding their meeting in New York. Mr. Bond recognized Ed Spillane, of the G. S. Haly Co., their Pacific Coast representatives, and sent him a clipping of the article. Thus Ed becomes an international figure in tea.

■ ■ Pope and Talbot will give a cocktail, dinner and theater party on June 10 to members of the coffee trade. The play will be *Guys and Dolls*, currently running at the Curran Theater. C. L. Wheeler, executive vice president of the company, W. N. W. Hunter, vice president, and John A. Stein, freight traffic manager, will act as hosts.

■ ■ The National Coffee Association has arranged to hold their next directors' meeting in San Francisco just prior to the Pacific Coast Coffee Convention at Del Monte Lodge, Pebble Beach, California.

## Vancouver

By R. J. FRITH

■ ■ Joe Diamond, of National Spice Mills, is back in Vancouver after a trip to New York, Chicago, Montreal and Toronto. He says that the spice business has been bothered, generally, with the new price control orders issued at Washington, and that these have affected Canadian spice business. Much of Canada's spice business is routed through New York spice brokers.

■ ■ W. G. Jeffery of the Vancouver offices of the Tea Bureau, is back in

town from a trip to Vancouver Island cities, including Victoria, British Columbia's capital city. Mr. Jeffery was there on an afternoon-tea-drinking campaign. He found tea merchants in the capital city receptive to the new merchandising ideas the bureau has developed. Victoria, supposedly a very, very English city, is one of the largest per capita towns for tea drinking in the country.

■ ■ Jim Murchie, of Murchie's Teas and Coffees, Vancouver, believes the reopening of the Mincing Lane tea auctions, London, will be a very good thing for the tea business generally. He says the fact that it permits free competition in quality, if not yet in price, will be a considerable contribution to the development of the tea trade this year.

■ ■ Mr. and Mrs. Weldon H. Emigh, of San Francisco, were visiting friends in the Vancouver coffee business last month. Mr. Emigh, who has a progressive green coffee business in the City of the Golden Gate, makes periodic trips up the Coast and invariably comes to Vancouver after stops at Portland and Seattle.

■ ■ C. E. D. Shearer, of Ruffner, McDowell & Burch, Inc., San Francisco, was another visitor to "the top of the trip," which is Vancouver. This was a business trip for Mr. Shearer, but he found time to renew friendships with coffee men while here. He hopes, now that spring has got this far north, that on his next trip he will be able to get

(Continued on page 94)



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## Chicago

By **JOE ESLER**

■ ■ Chas L. McCormick, coffee broker, has joined the Chicago Coffee Club.  
■ ■ David Orwig and J. W. Onken will attend the flavoring extract convention for Jas. H. Forbes Tea & Coffee Co. The company will package the UBC line of extracts, food colors and flavors this year.

■ ■ The annual sales meeting of Jewel Tea home service managers will take place June 23-27 at the Edgewater Beach Hotel. More than 200 will attend. The annual banquet will be held with 400 Jewel store managers as guests of the company, in addition to the Home Service.

■ ■ The Exact Weight Scale Co. of Columbus, Ohio is introducing their new Selectrol model 1200, automatic check weigher. The new equipment is a precision production instrument, built for accuracy and high speed; includes several exclusive patented features, which eliminate the human element in weighing procedure. The new equipment will handle packages from a few ounces to several pounds.

■ ■ Phil Gordon, head of the Phil Gordon Advertising Agency, passed away after a long illness. He is survived by his wife, son, and daughter.

■ ■ John Buslee of Neumann, Buslee & Wolfe, Inc. and his wife will attend the flavoring extract convention. Mr. Buslee reports work is progressing on their new plant and they hope to get into the building by the middle of the year.

■ ■ The new plant of the Hudson Manufacturing Co. is the last word in modern equipment, with stainless steel machines and latest type percolators placed in concrete pits allowing quick handling in all departments.

■ ■ O. J. Corbett, secretary NRTCMA, reports 131 exhibitors will show their wares at the 21st convention to be held at the Edgewater Beach Hotel. The convention will feature a series of round table talks.

■ ■ Edward J. Corbett, son of O. J., has been recalled in the army security department and is now stationed in Seattle. He was the editor of The Teacup, official organ of the NRTCMA.

■ ■ J. D. and M. A. Foran, R. J. Lindahl, A. W. Peters, and Paul J. Sch-

lueter of Milwaukee Spice Mills were Chicago business visitors during the packers convention at the Palmer House.

■ ■ Thomas G. Sexton was elected president of the Chicago Rotary Club, and Ken Y. Craig of Cory was named a director of the club, at the last meeting of the Chicago organization.

■ ■ A. J. Hazle, E. G. Berry, D. E. Stage, W. W. Grieb and Ralph Williams will represent B. F. Gump Co. at the NRTCMA convention.

■ ■ Harry H. Oberlin, Gordon G. Sill and Windsor Williams will represent Enterprise Aluminum Co. at the NRTCMA convention.



B. C. Erridge

## Vancouver

(Continued from page 93)

in a game of golf or two, with local pals.

■ ■ B. C. Erridge has been named director in charge of sales and advertising of Nabob Foods, Ltd., Vancouver, it was announced by F. M. Kelly, president of this company, which specializes in teas, coffees, spices, extracts, and allied lines.

Mr. Erridge has been associated with Nabob Foods and its parent company, Kelly, Douglas & Co., Ltd., since 1924.

Nabob Foods has become one of Canada's outstanding packers and processors of the food products in which it specializes, distributing to the wholesale trade through warehouses and offices in virtually every Canadian province.

The election of H. W. T. Sherwood, director in charge of teas for the company, was also confirmed by President Kelly.

■ ■ A. E. Beeby, Salada's sales manager for the British Columbia and Alberta division, had some welcome visitors in from Toronto. The occasion was the Western Canadian sales conference, of the Salada Tea Co. of Canada, Ltd.

A. M. Wilson, vice president of the company and its chief executive, presided at the two-day meeting. He came out from Toronto, which is the company's head office for the Toronto "and western" division of the company.

With him there were R. E. Liptrott, manager of western branches; H. R. Swartz, Ontario and western sales

(Continued on page 95)

## Southern California

By **ANDREW S. MOSELEY**

■ ■ Ralph Knutson, with the sales department of Ben Hur Products for many years, was recently elected vice president in charge of sales. Mr. Knutson has been connected with the coffee business for some 30 years and is a member of several sales executive clubs.

■ ■ W. E. "Bill" Burch, of Ruffner, McDowell & Burch, San Francisco, spent a few days in Los Angeles. Bill was seen at a popular restaurant lunching with Bill Kunz and George Smith.

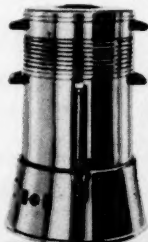
■ ■ Bill White, of Huggins-Young, has just returned from another of his plane trips to Acapulco. This time Bill took a commercial plane, accompanied by Mrs. White (perhaps Mrs. White won't fly with Bill) and met Charles and Frances Mack for a fling at sail fishing. Wild rumors reached us regarding size, numbers, weights, etc. However, we will check further. The Macks are on their way to Mexico City and Guatemala.

■ ■ The Southern California Coffee Roasters Association met at the Jonathan Club for their monthly meeting and luncheon.

■ ■ A regional meeting of the southern group of the Pacific Coast Coffee Association was held at the Chapman Park Hotel with members enjoying the informal cocktail service and luncheon. Earl Lingle, regional vice-president, officiated.

■ ■ Southern California roasters are apparently well satisfied with the recent installations of automatic coffee roasting instruments—the name is the Tempo-Vane coffee roasting instrument, put out by Mill Engineering & Machinery Co., Oakland, Louis Ozar, general manager. It eliminates much of the human element in roasting coffee, the instrument doing the job, and practically eliminates any under or over roasting, coming close to actual roast uniformity.

■ ■ **THOUGHTS OF THE MONTH: WHILE WE WERE OF THE BELIEF THAT CEILINGS MIGHT BECOME FLOORS, WE ARE NOW FINDING OUT THAT WE HAVE BOTH . . .**



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# New Orleans Notes

By W. McKENNON

■ ■ The early spring coffee business here was very slow, running far below that of the same period last year, according to importers and roasters. Uncertainty as to price regulations caused this calm, the trade reports, and it is hoped the situation will soon be clarified and a healthy upswing in buying result.

■ ■ Jorge Suplicy, son of Luiz Suplicy, well known in this country's coffee trade, accompanied Jayme E. Siciliano, of Cia. Ind Papeis e Cartonagem, to New Orleans recently. The visitors will tour the states on business and pleasure later visiting Europe before returning to their home in Santos.

■ ■ William E. Smith, president of the Batterton Coffee Co., of Birmingham, Alabama, with Mrs. Smith, visited New Orleans on business.

■ ■ Ralph Richards, well known in the New Orleans coffee trade, is now associated with the Otis McAllister Co., Ltd., here.

■ ■ Floyd Pool, of the Spray Coffee and Spice Co., Denver, was here recently, visiting the trade and conducting business for his firm.

■ ■ Milton Ruth, of Leon Israel and Bros., Inc., president of the New Orleans Green Coffee Association, is in Colombia, where he will spend a few weeks on business.

■ ■ Nicolau Lunardelli, of Brazil, whose family is the largest coffee growers in the world, visited New Orleans recently and made his headquar-

ters at C. E. Bickford and Co. He was accompanied here by Joseph Morris, of the New York City office of C. E. Bickford.

■ ■ Webster Marks, of Zander and Co., Inc., is recovering nicely from a short illness which kept him away from the office for a time.

■ ■ William L. Carter, secretary-treasurer of the New Orleans Board of Trade, Ltd., was installed as the 19th president of the New Orleans Toastmasters' Club No. 234 at a meeting here. At the same meeting, Macvey F. Ward, assistant secretary-treasurer of the New Orleans Board of Trade, was installed as secretary of the Toastmasters' Club. Both Mr. Carter and Mr. Ward are active in the civic life of New Orleans, and these elections came as a surprise to no one.

■ ■ Harry Kelly has resumed his duties as president of the New Orleans Board of Trade upon his return from an extended trip to Africa and other points, in the interests of his firm, the Mississippi Shipping Co.

■ ■ C. J. Lafaye, of W. D. Roussel and Co., Inc., is traveling the Southwest on business.

■ ■ Mr. and Mrs. David Kattan have as their guests the latter's cousin, John Kattan and family of Cowpens, South Carolina.

■ ■ Max Zander, of Zander and Co., Inc., has just returned from a trip through the western territory on business for his firm.

■ ■ David Kattan, chairman of the Foreign Delegates' Committee for the

Sixth Mississippi Valley World Trade Conference held here last month, won the slogan prize offered by the Export Managers' Club of New Orleans. Mr. Kattan's slogan: "Freedom Through Free Trade," was used as the theme of the conference.

■ ■ Victor Byrne, of Byrne, Delay & Co., New York City, and Mrs. Byrne stopped here on their motor trip to Florida.

## Vancouver

(Continued from page 94)

manager; Herb Foster, manager of the mid-west division and all of the company's salesmen in the Western Canadian territories, from Fort William to the Coast. There were 25 Salada tea people at this meeting.

■ ■ Paulo Prado, of Santos, was another visitor to Vancouver. He said Brazil was doing a huge coffee business, and that the great South American coffee producing republic is looking forward to another prosperous year.

■ ■ Charles H. Behre, Seattle green coffee broker, was in Vancouver in March. That was a business trip. Almost immediately after his return to Seattle, he was advised of the sudden death of his mother-in-law, who resides in Vancouver. So he and Mrs. Behre immediately returned to Vancouver.

■ ■ Bill Hughes, of Haas Bros., San Francisco, was calling on friends in Vancouver recently. Like all other San Franciscans, Mr. Hughes is a goodwill ambassador for his great city, always dear to Canadians who have visited it. He had time to do business while here, and he will be welcomed when he returns.

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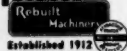
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with all accounting financial procedure.  
Now assistant to head of New York tea  
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Weigher Roaster, Brightwood Box Machine.  
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FLAVORS & PURE CONCENTRATES for  
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**TELEPHONE: WHITEHALL 3-6286**

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**TELETYPE: NY 1-1713**